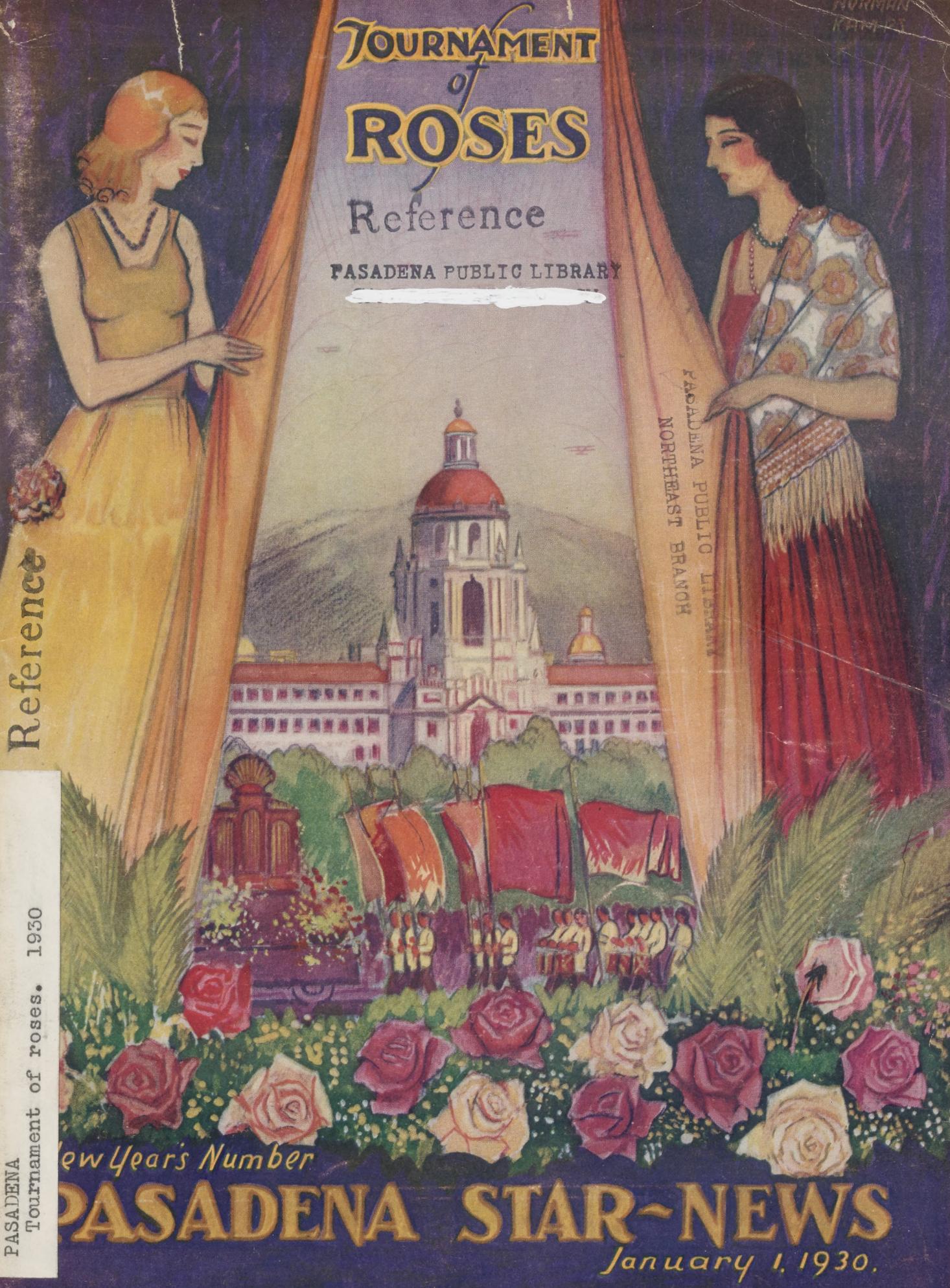


Reference

PASADENA
Tournament of roses. 1930

New Year's Number





COME, spend a holiday in Pasadena, California; where healthful outdoor life and recreation await you at all seasons of the year.

Play golf on Pasadena's beautiful Municipal course—latest recreational feature of Brookside Park, the community's great public playground in the Arroyo Seco.

Here, in any month of the twelve, you may golf on a standard 18-hole championship course, with ALL-GRASS tees, fairways and putting greens. The course was designed and built by William P. Bell, who is responsible for some of the finest courses in the West. Length, 6425 yards. Par, 71. Scene of the annual Pasadena \$4000 Open Golf championship in which some

of the greatest professional golfers in the world compete each year.

At the Pasadena Municipal Golf Course is a well-appointed clubhouse, open to the public. The clubhouse provides for the convenience of the golfers, lockers, shower bath, lounges, grill-room and a completely stocked golf shop. Golf professionals and assistants in attendance.

Pasadena Municipal Golf Course and Clubhouse are open every day of the year, from daylight to darkness.

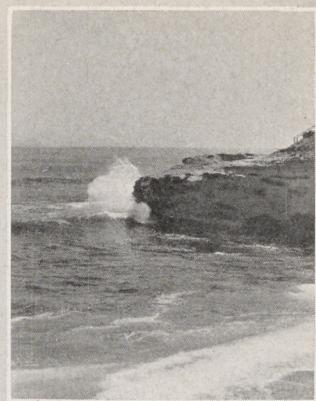
Fees, \$1 all day on Mondays, Tuesdays, Wednesdays, Thursdays and Fridays. \$1 for 18 holes on Saturdays, Sundays and legal holidays. Thirty-day tickets at reduced rates.

The Municipal Golf Course is under the direction of Park Department, City of Pasadena.



Between the Mountains and The Sea

By the
PASADENA CHAMBER OF COMMERCE
AND CIVIC ASSOCIATION



ESTLING in the foothills of the Sierra Madre Mountains, with the orange groves and fertile lands of the San Gabriel Valley spread out below, Pasadena is situated in the heart of America's great all-year playground.

Towering above the city are the pine-clad heights of Mount Wilson, reached by automobile in an hour, and Mount Lowe, famed as the mile-high mountain climbed by a trolley car. An hour distant, over smooth boulevards, is the glorious Pacific, and three hours away is the fascinating desert. Eleven miles from Pasadena are the many diversions offered by the largest city in the western Americas. Radiating in all directions are paved highways connecting with Southern California's five thousand miles of hard-surfaced roads, leading to festive resorts, quiet retreats, broad beaches, romantic old missions and countless scenic attractions.

Pasadena is widely known as a residential and resort city of unsurpassed charm. Along its broad thoroughfares, fringed with peppers, palms, magnolias, acacias, eucalypti and trees of many other varieties, are hundreds of magnificent mansions and thousands of beautiful rose-embowered bungalows, each with its garden of perennial flowers. In Pasadena are five of the finest resort hotels on the Pacific Coast, four of them open the year around, and dozens of more modest hostleries. There is an ample supply of homes and apartments at prices to suit any purse.

The same mild, equable climate that permits the holding of a Tournament of Roses on New Year's Day also contributes much toward making this an ideal city in which to live or spend a vacation. Warm days and cool nights the year around—twelve months of freedom from excessive cold or oppressive heat—this is the climate record borne out by United States Weather Bureau statistics.

July the warmest month, has an average daily maximum temperature of 88 degrees, an average daily minimum of 56, and a mean temperature

of 72. January, the coldest month, has an average daily maximum of 65, an average daily minimum of 39, and a mean temperature of 52. The average year has 254 days during which the sun shines from morning until night, 15 days when more than a quarter of an inch of rain falls, and only 14 days without sunshine at some time during the day. Tornadoes and other violent storms are unknown. Snow has never fallen in measurable quantities. Flowers bloom and grass is green the year around.

There are seven golf courses in or adjacent to Pasadena, and 35 others within the borders of Los Angeles County. The Pasadena city park system includes 12 miles of bridle trails, tennis courts, bathing plunges, bowling greens, roque courts and many other facilities for outdoor recreation.

The Pasadena public school system comprises 31 schools, 24 of them being elementary schools and kindergartens, four junior high schools, two senior high schools and one a junior college. In addition to the public schools, there are 18 private, parochial and denominational schools in Pasadena. Pasadena churches represent practically all denominations.

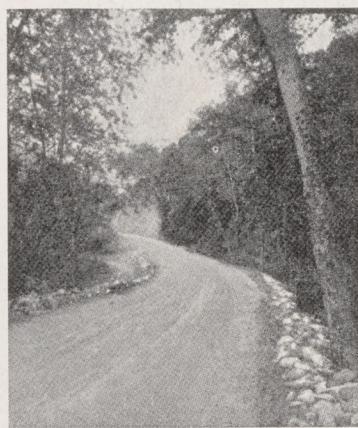
Pasadena was founded in 1874. In 1880 it was the home of 391 persons; in 1890 it had 4882 residents; in 1920 the federal census showed a population of 45,354; now the population is conservatively estimated at 85,000.

Since 1920, bank deposits have increased 100 percent, annual volume of bank clearings 175 percent, assessed valuation of property 179 percent, annual volume of postal receipts 110 percent, and annual valuation of building permits 268 percent.

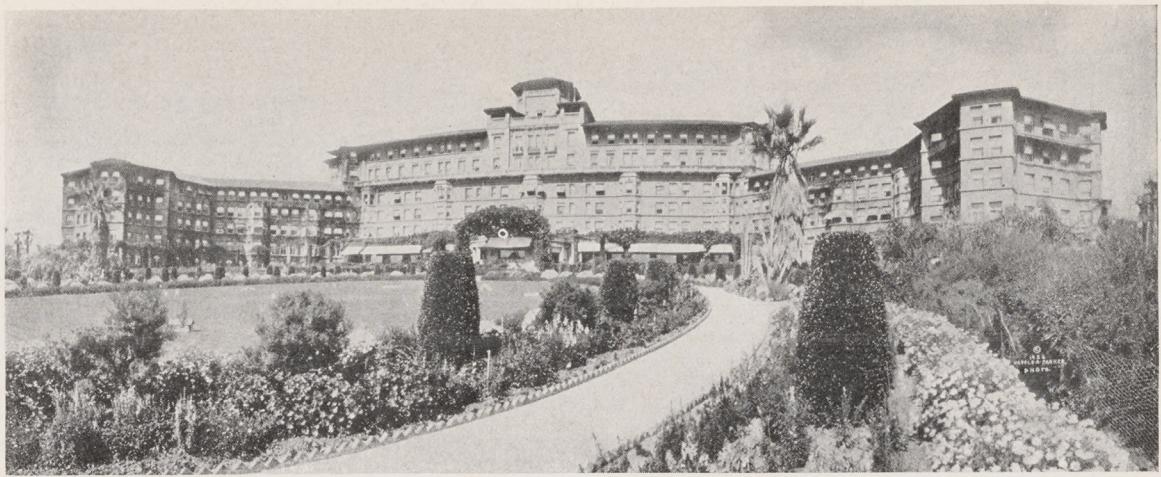
Living costs are very reasonable in Pasadena. Rents are about the same or somewhat lower than in most Eastern cities of similar size.

Because of the mild climate, fuel for heating is a negligible item. Fruits and vegetables are plentiful and low in cost the year around. Meat costs about the same as in Eastern cities, and so does clothing.

The Pasadena Chamber of Commerce will gladly furnish detailed information about Pasadena or serve you in any other way.



LEADING TO COUNTLESS SCENIC
ATTRACTIOMS FAR AND NEAR



The Huntington Hotel

Pasadena California

OPEN ALL THE YEAR



Swimming is but one of the many popular diversions at Hotel Huntington.

At left a view of the Swimming Pool and (below) one of the distinctive bungalows in the park-like Huntington Grounds.



S. W. ROYCE, *Manager*

D. M. LINNARD, *Managing Director*

LINNARD HOTELS

TAHOE TAVERN

Lake Tahoe

SAMARKAND

Santa Barbara

Hotel Constance

Fireproof

European Plan

Cafe and Dining Room in Connection
Every Room with Bath
Garage

Reasonable Rates

Colorado at Mentor
PASADENA

J. MONROE PROCTER, *Manager*



The Raymond Hotel

PASADENA

Southern California

In a Park of 75 Acres
GOLF COURSE and
Lawn Bowling Green
in Its Own Grounds

Open Only During Winter
Season
From Dec. 27th to April 15th
WALTER RAYMOND
Proprietor

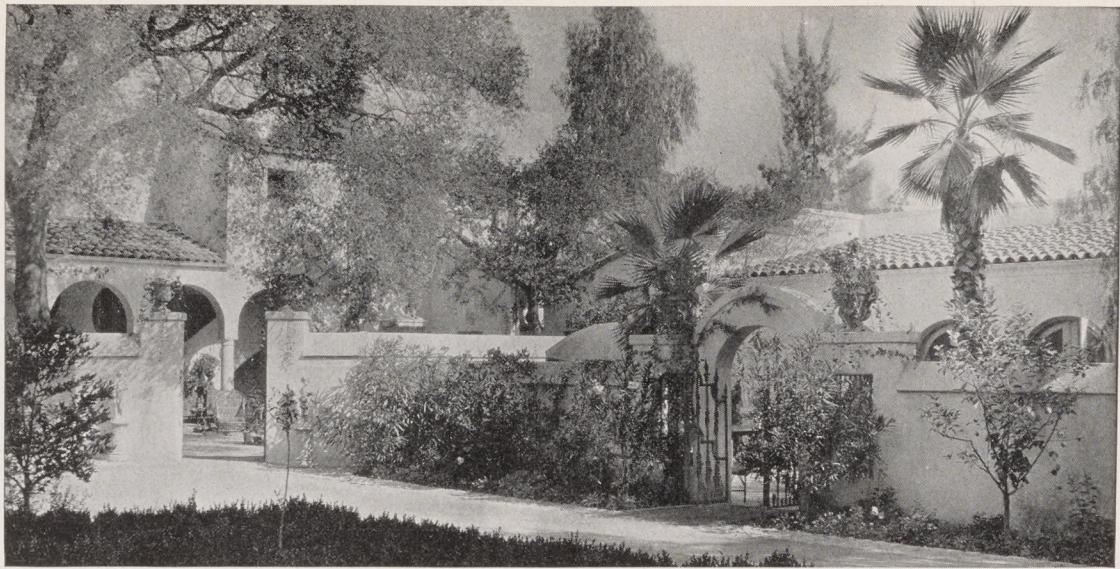


Flintridge Biltmore

*A Pasadena
suburban Hotel*

AMERICAN PLAN

THOS. H. SMITH, MANAGER



Entrance to the Refectory

PERIN'S, LTD.

Formerly The Serendipity Antique Shop

DECORATIONS, ANTIQUES, GARDEN ORNAMENTS

'Phones:
Colorado 2651
Garfield 2384

2966 E. Colorado Street, Pasadena

Bradford Perin
President

I. MAGNIN & CO.

*Cordially Invites You to
Visit Their Shop in the
Maryland Hotel*

*Women's and Misses' Exclusive
Apparel and Accessories*

*Importers and
Retailers*

*Eleven Style
Shops on the
Pacific Coast*

Pasadena Star
established 1886;
Pasadena News
established 1896;
merged in Star-
News March 1,
1916. A leading
California Eve-
ning Newspaper.

TOURNAMENT OF ROSES NUMBER

PASADENA STAR-NEWS

Charles H. Prisk, Editor and Manager
J. H. Pryor, Associate Editor and Mgr.

January 1, 1930

Lon F. Chapin, Associate Editor and Mgr.
A. J. Hosking, Associate Editor and Mgr.

The Pasadena
Star-News, with
its circulation of
more than 21,000
copies daily,
enters almost
every home in
Pasadena and
vicinity.

Pasadena, a City which Has Grown in Beauty

HOW has Pasadena grown? Pasadena has grown in home life. From the day of its foundation as an orange grove colony in 1874, it has been first and foremost a city of homes. This essential character has strengthened rather than waned with the years.

Pasadena has grown as a tourist center. It has an unforgettable charm for the visitor and winter resident. Seven large hotels, the Maryland, Raymond, Huntington, Vista del Arroyo, Flintridge-Biltmore, Constance and Green, together with many smaller ones, have contributed richly to the city's welfare and growth. From their guests have been recruited thousands of permanent residents.

Pasadena has grown educationally. Its system of public schools is outstanding in administration, in instructional personnel and in housing. This system includes a large junior college, making it possible for the Pasadena boy and girl to obtain the first two years of a college course at home. Here also are excellent private, parochial and denominational schools. In the field of higher education, Pasadena is known throughout the world as the home of California Institute of Technology. Almost at the border of the city is Occidental College, while a few miles further away are the University of Southern California and the University of California at Los Angeles. The Pasadena Public Library, with its first or second largest per capita circulation of books among all the public libraries of America, is in itself an educational institution in a very fine sense.

Pasadena has grown in spiritual life. Its splendid churches and distinguished ministers hold a commanding place in the community.

Pasadena has grown to fame as a center of research. At California Institute of Technology research is combined with instruction, and the contributions of its scholars to the advancement of science are too widely known to require mention. Mount Wilson Observatory and the Henry E. Huntington Library and Art Gallery are richly endowed institutions of pure research, each being admittedly unique in America. The three, in friendly alliance, make Pasadena the capital city of the West in many fields of advanced study.

Pasadena has grown culturally, in art, music and drama. Art exhibitions and music events of note are among the commonplaces of every season. Plans for the erection of a permanent art museum are being developed by public-spirited citizens. Pasadena Community Playhouse and its School of the Theater are leading forces in the world of the drama.

Pasadena has grown in civic life. Operating under a well-studied city plan, it is developing a stately civic center and a wonderful system of parks and thoroughfares. Through its strong Chamber of Commerce and other civic organizations it finds voice for

every community aspiration and strength for every practical improvement project.

Pasadena has grown in its social life. Clubs, large and small, and organized groups of almost every conceivable character make Pasadena a friendly place in which to live.

Pasadena has grown as a center of outdoor sports. Golf is played practically 365 days of the year on the municipal golf course and the six private courses adjacent to the city. Football, baseball and other sports find their natural playgrounds at the Rose Bowl, the public parks and the college campuses.

Pasadena has grown as a place of special events, among which the Tournament of Roses stands first. The lighting of the "Mile of Christmas Trees" is viewed by several hundred thousand persons. The semi-annual flower shows conducted by the Pasadena Horticultural Association have grown over a long period of years into a position of acknowledged leadership in the West. The High School and Junior College commencement pageant in the Rose Bowl is a rare spectacle, witnessed by as many as 40,000 spectators. The list might be extended far. Conventions find here a delightful meeting place, the advantages of which will be augmented by the proposed Civic Auditorium.

Most of all, Pasadena has grown in beauty. It has grown in the high artistry of its public and domestic architecture. It has grown with its gardens unspoiled. When a tree has fallen, sadly, to the demands of business and traffic, two have sprung up. So it is that with a population of more than 85,000, Pasadena has escaped the bleaker aspects of city life. It has grown in beauty. Pictures tell this story best, and the succeeding pages offer a few glimpses of the Pasadena of today.

How will Pasadena grow?

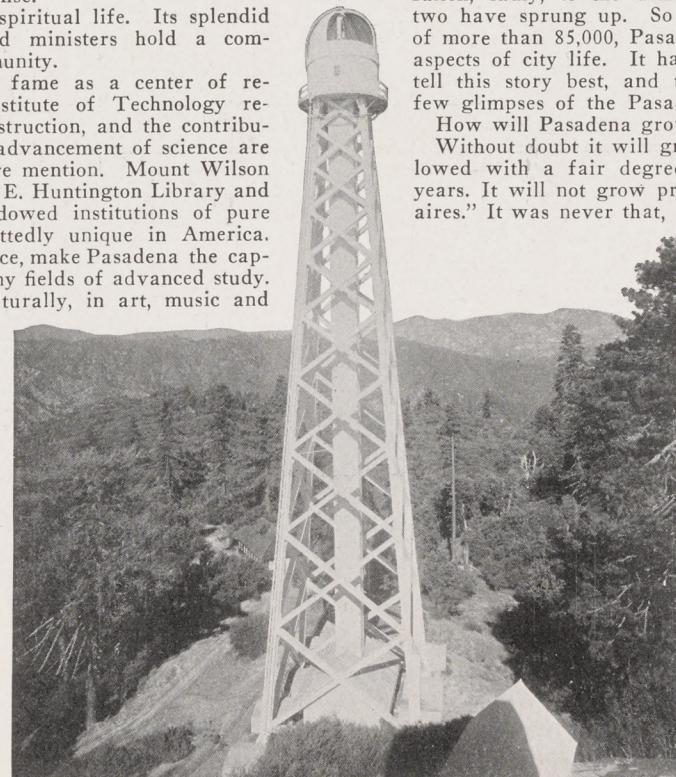
Without doubt it will grow along the lines it has followed with a fair degree of consistency for fifty-five years. It will not grow primarily as a "city of millionaires." It was never that, although men of great wealth

have contributed much to its progress. It will not grow primarily as a tourist city. It was never really that, although thousands of visitors are gladly welcomed every year.

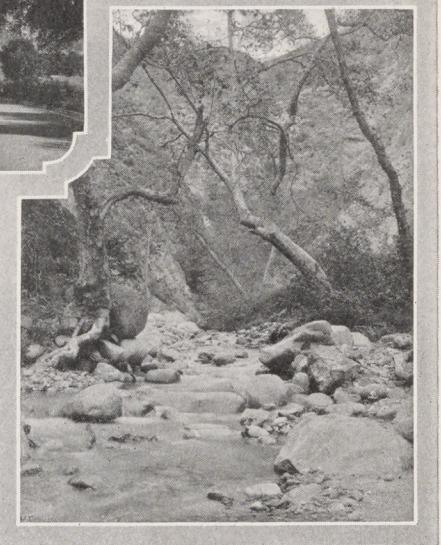
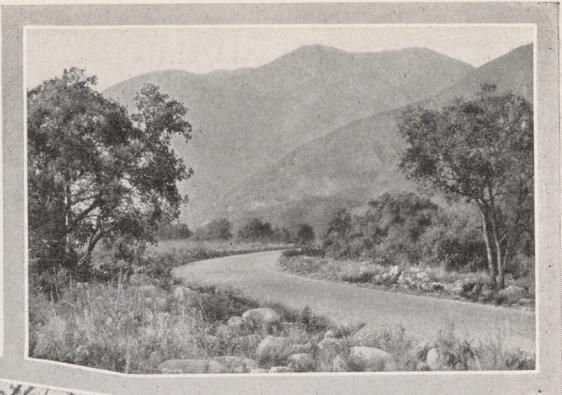
It will grow—it must grow—as a city of homes and of civic beauty, a city of tree-lined streets and green garden plots, a city of great institutions and of advancing ideals.

Of such a city, the Tournament of Roses, celebrated on New Year's Day, will continue to be typical as it has been typical for more than forty years.

To those who have made the Tournament, and in making it have expressed the character and aspirations of a city this book is dedicated.



Where Mount Wilson reaches toward the sun



For the tourist in search of rest and recreation, Pasadena has many charms. Above, left, a scene on one of the nearby golf courses; at right, a foothill highway in Altadena; second row, left, a canyon bridle path; at right, hotel garden; center, a Flintridge highway; below, left, hotel bungalow gardens; at right, a scene where mountain trails lead beside tiny streams. More distant, but easily accessible to motorists are the shores of the Pacific and all the beauty spots of Southern California. Splendid boulevards reaching through the orange groves, to mountain heights, to the desert and along the picturesque coast line, make Pasadena a desirable center from which to view this colorful region.



Copyright by Dickson & Thurber.

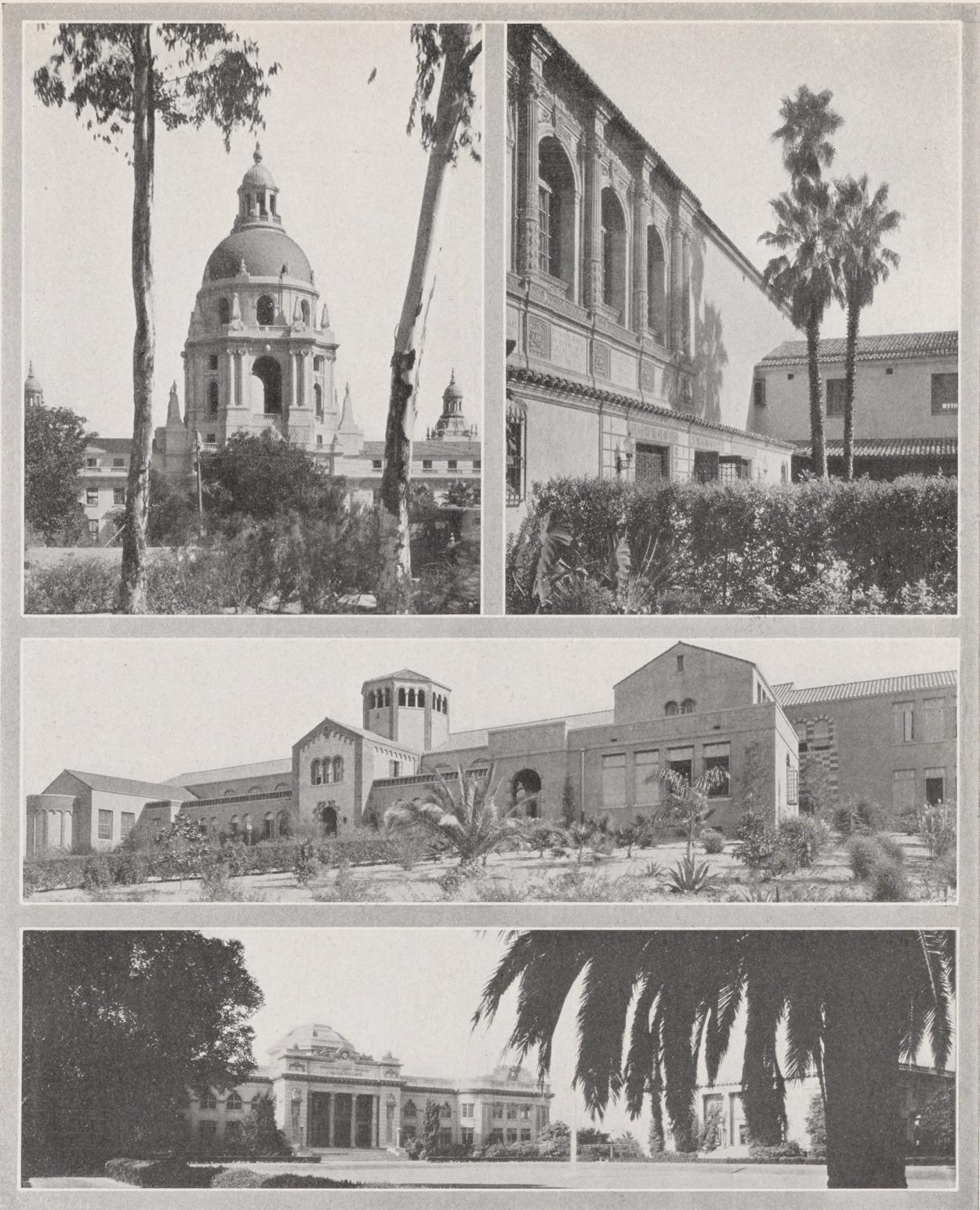
Second only to the Tournament of Roses as a midwinter attraction is the "Mile of Christmas Trees," a double row of stately deodars on Santa Rosa Avenue, Altadena. Illumination of these trees with thousands of electric lights was suggested in 1920 by F. C. Nash and has been sponsored by the Kiwanis Club of Pasadena for ten consecutive years. It was one of the earliest and is still regarded as the most notable contribution to the movement for living Christmas trees. Recognition of this fact has recently come in the form of a gold medal presented to the Kiwanis Club by Mrs. A. Sherman Hoyt, noted conservationist, in behalf of the State Conservation Committee of the Garden Club of America.



California Institute of Technology, situated in the heart of the residential district of Pasadena, is an institution which has risen rapidly to fame as a scientific center and is also developing rapidly in the beauty and completeness of its physical form. The two upper illustrations show Dabney Hall of the Humanities and Norman Bridge Laboratory of Physics at California Institute of Technology. Below is the new student union building at Occidental College, another splendid educational institution situated three miles west of Pasadena. These and other nearby institutions make Pasadena a center of higher education and a delightful home for those who wish to maintain touch with the best in modern thought.



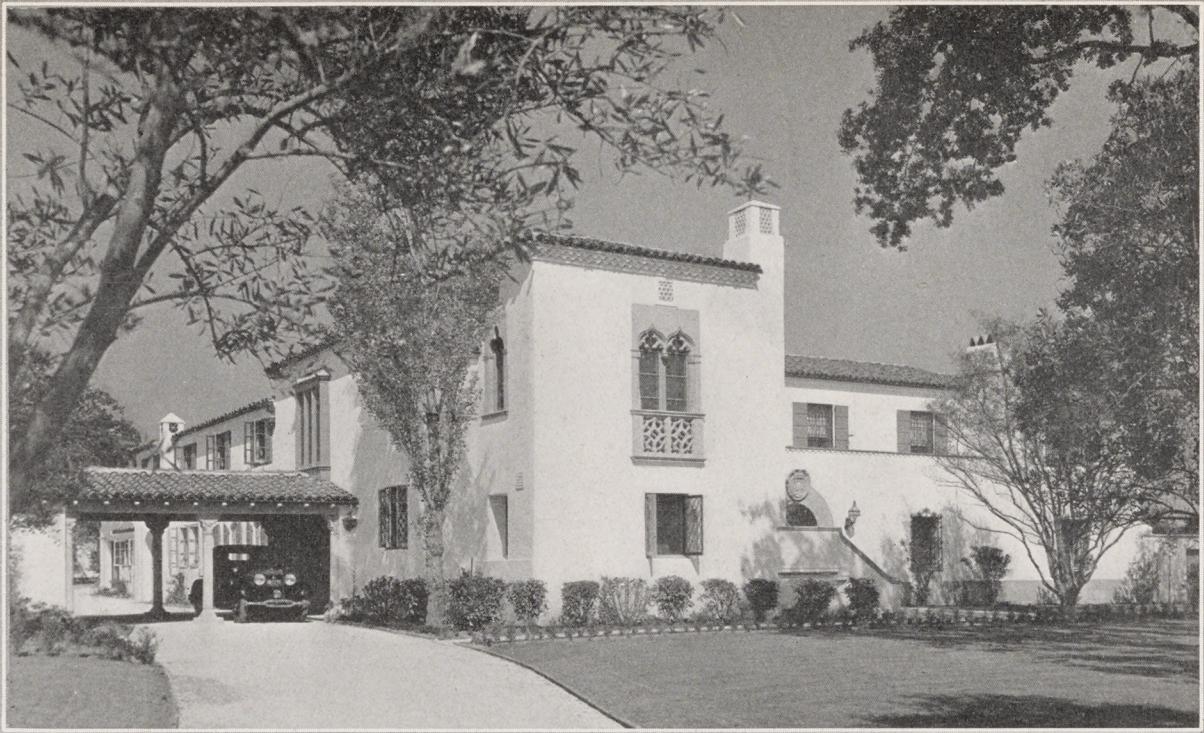
Housing the most notable collection of rare books in America, the Henry E. Huntington Library is becoming a world center of historical research. Near it, on the park-like Huntington estate, is the art gallery which is the home of "The Blue Boy" and many other great paintings. The institution, valued at untold millions, is situated in San Marino, adjoining Pasadena on the southeast. It is held by a board of trustees for the benefit of the public. Admission is free, but so great is the demand that it is necessary to obtain tickets in advance in order to see these great treasures of art and literature.



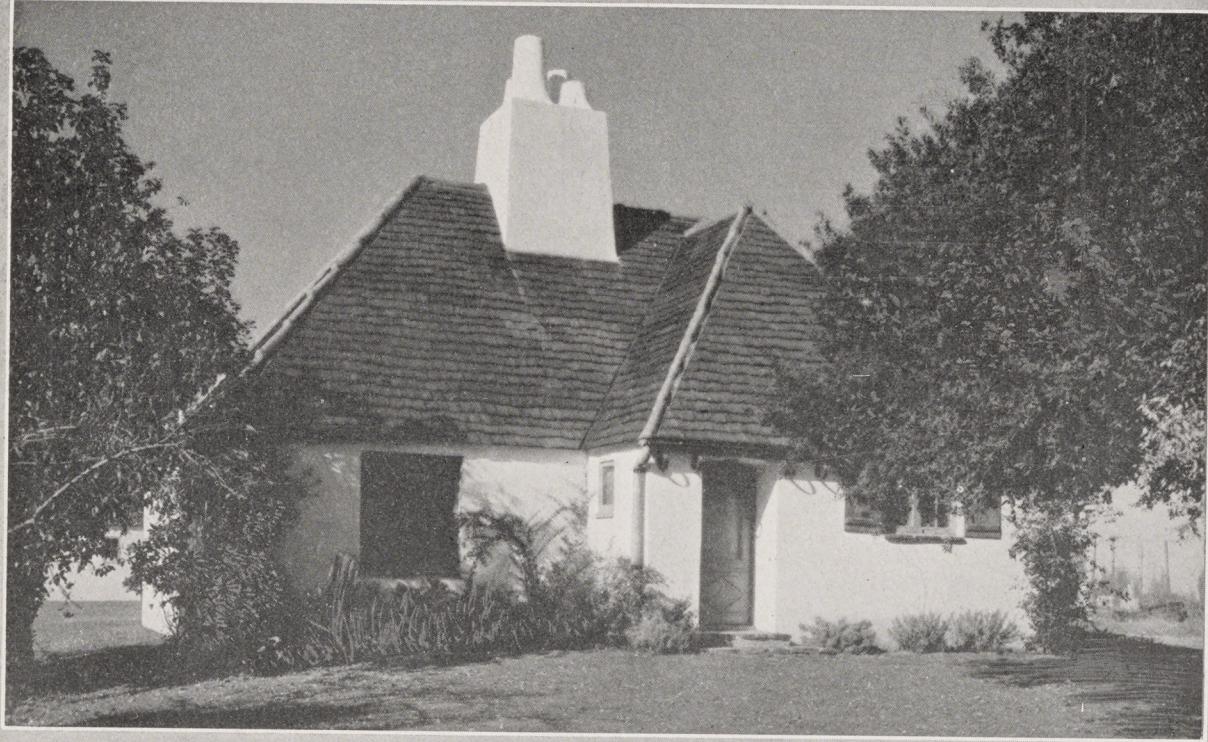
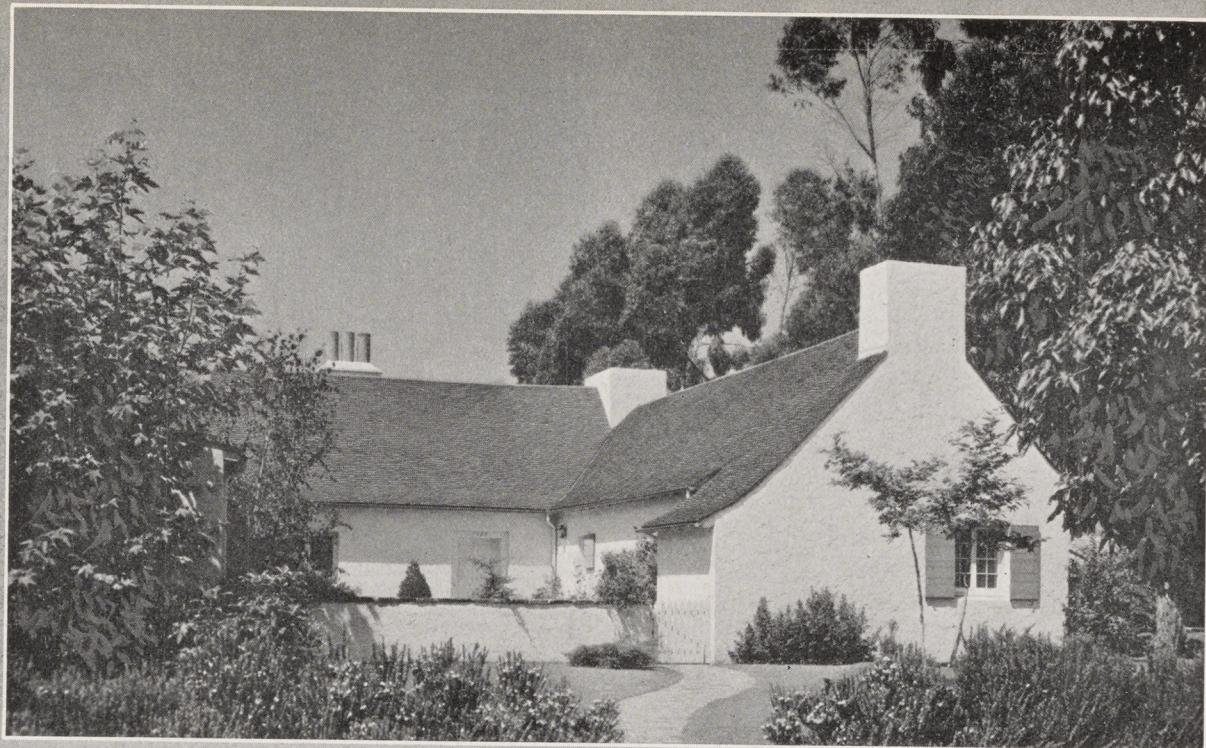
Pasadena's public structures, no less than its residential and business buildings, reveal both stability and architectural beauty. At the top of this page are glimpses of Pasadena City Hall and Pasadena Public Library. Below are two typical public school buildings, the George Washington Junior High School and the central building of Pasadena Junior College. More than thirty schools, representing an investment in excess of \$8,000,000, provide the constantly growing school population of Pasadena with ideal accommodations and environment. Supplementing the service of the junior college and the four junior high schools is John Muir Technical High School. A fifth junior high school is soon to be built in the Altadena section.



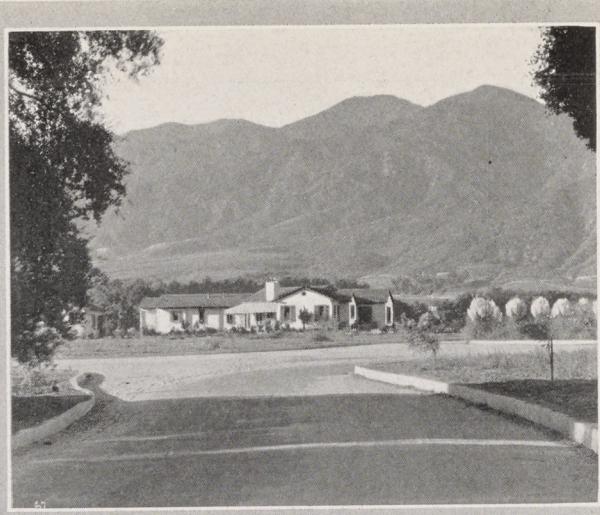
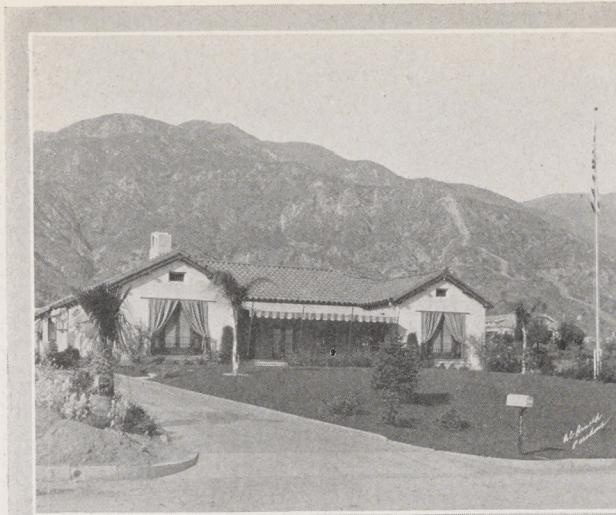
"Just California." All the charm of that magic name is found in the newer types of architecture developed in Pasadena and other residential centers of the Golden State. Finding their inspiration largely along the shores of the Mediterranean, the architects of this region have developed something which has come to be known as distinctively Californian and which is regarded as an epochal contribution to architecture. Permeating the California architecture of today is the love of sunshine and of the outdoors, so different from the spirit which inspired what now seems the rather gloomy architecture of a generation ago. Beautiful examples of new residences, of varying types, are seen on this and succeeding pages.



Whether large or small, richly ornamented or strong in simplicity of lines, Pasadena's newer homes are satisfying to every aesthetic sense. The year just closed has seen the erection of many such residences as these, especially in the rapidly expanding southeast residential district. Nor have the older streets, long famous for their beauty, been lacking in development of the highest type, well calculated to maintain Pasadena's reputation as an ideal city of homes. While the two residences shown on this page differ greatly, it would be difficult, would it not, to say which is the more beautiful? Both, certainly, are in tune with life in a land of sunshine near the shores of the broad Pacific.



Given a home like these in a land like this, he would be indeed hard to satisfy who did not soon forget the ties which once bound him to some harsher clime. Pasadena is visited annually by thousands of persons who come only to see but remain to become a part of the community life of this progressive city, whose crown jewel is the beauty of its homes. To those who thus come to share in the future of a favored region, Pasadena and its sister cities extend a welcome typified by the friendliness of these scenes. On this page are portrayed a lovely California residential type and a snug but perfect cottage, each set in the midst of friendly trees which cast graceful shadows upon its white walls.



Altadena, at the base of the mountains, Flintridge and La Canada among the foothills, San Marino and South Pasadena, lower down on the slope of the valley; all contribute richly to the beauty of the larger Pasadena residential community. On this page are pictured homes in these districts as well as in Pasadena proper. For all these, at varying distances, the slopes of the Sierra Madres and the more distant ranges provide an ever beautiful background, bringing often the coolness of snow-touched peaks. Gnarled oak tree, graceful eucalyptus, feathery palm and hundreds of other trees of temperate and subtropical climes are here cherished by home owners, while an endless variety of shrubs and flowers are at the command of all.



In Pasadena, the garden is an essential part of the home and every architect and home gardener aims to make it in effect an outdoor living room. The patio, enclosed on three sides by wings of the house, and containing lawn, shrubbery and perhaps a fountain, is especially popular. At the rear, the patio often opens upon a deeper garden of roses and a small grouping of subtropical fruits. It is the beauty of this region that even the humblest home has its lawn, its flowers, and frequently its own golden oranges. Whether the arrangement be distinctly formal, as in several of these views, or in the more natural manner, the Pasadena garden is a delightful scene throughout the year, with its bright shrubs and its succession of bloom.

Pasadena Welcomes You

By JAMES W. FOLEY

*She rests against blue mountains high,
With majesty as of a queen.
Views her domain with regal eyes
As from a couch of vivid green.
The smile of beauty in her skies,
The breath of fragrance in her hair,
Queen of the Valley far that lies,
She bids her worshipers come there.*

*She scatters from her royal hand
The roses, yellow, red and white,
And all the pathway to her land
Is one continuing delight.
At her command white winter hides
His snowy presence, nor is seen,
And naught but balmy summer bides
In the domain of this fair queen.*

*And with her smiles she bids you come,
From the white waste lands of the snow,
Bids wintry voices all be dumb,
Commands her servitors to throw
Her gathered flowers in joyous play,
And you may walk beneath the blue
Of summery skies her winter's way—
Queen of our hearts, she welcomes you.*

Forty-first Annual Tournament of Roses

WHAT forty years ago was just "Pasadena's Rose Parade" and in the past decade has graduated to the Southwest's Tournament of Roses, this year became a world event. Nationwide radio hookups and motion picture newsreels take its message and the pictures of its colorful spectacle around the globe. Millions of listeners-in and screen fans hear and see how the odd million privileged to attend the Rose Tournament parade and the East-West football game, enjoy Pasadena's warm sunshiny winter.

This year's theme, "Festal Days in Flowers," served the comparative newcomer in the world's festival family as excuse to pay tribute to other and older holiday events that have amused and instructed the crowds since away back. From St. Valentine's Day down to Mother's Day, and from Portola through Pocahontas to Daniel Boone, Halloween to Admission Day, plenty of scope was offered this year to the Rose Tournament float builders to picture these and other and older festivals and pay them tribute.

And while Pasadena was the melting pot this New Year's Day of all the ideas of all the great fiestas of the past, its crowd of a million or so spectators, drawn from far afield, east, west, north and south, and from new world and old, orient and occident, had seen many of the world's great similar spectacles. So, in their eyes, the Tournament of Roses had to stand up in comparison with the big carnivals of Venice and Cannes and Barcelona in Europe; the Lord Mayor's Show in London; Canton's Feast of Lanterns and the rest of them, nearer home to Atlantic City and New Orleans.

If it did not compete with some in novelty, grotesquerie or mechanism or animation, the Rose Tournament had no need to give place to any in sheer natural beauty. Added to the millions of real flowers of every variety and hue, royally massed and prodigiously scattered along the parade right-of-way, there was beauty of setting, splendid casting, gorgeous costuming—every adventitious aid nature or art itself could offer to make the perfect picture more so.

Just as if realizing its prime responsibility for the success of the Rose Festival, the sun decided overnight to behave, act up on schedule and not spoil the long record of forty successful parades. Bluest of blue skies and the sun's most expansive smile made Middle Westerners, New Eng-

landers, Canadian "Blue-noses" from the Maritimes, exiles from London's pea-soupiest fogs, and the rest, glad they were there.

This good humor easily caught on with the crowds thronging into Pasadena by every inlet and using every possible means of conveyance.

It was a remarkable commentary on the planning and the execution of the big job, on the movement and handling of the vast throngs, and on the way everybody co-operated, that there were no serious mishaps and no signs of lawlessness calling for official attention. Helpfulness of the crowds themselves had, of course, much to do with this gratifying result.

Also contributory to the day's pleasure were the re-routing of the parade, to allow of a greater east-west stretch along main parallel boulevards, and a half-hour earlier start. This made for longer clearance interval between the closing of the parade and the start of the University of Southern California-University of Pittsburgh football game in the Rose Bowl.

Perhaps more notable persons attended this year's parade than ever before, though many of them did so unofficially. With so many vantage points offered for seeing the spectacle, many prominent winter residents and visitors prefer not to be formally recognized and still enjoy attending the event. The large hotels and many of the big residences in Pasadena fill up for Tournament Day and their guest lists would read like a good-sized social register.

The parade this year was marked by still more entries from cities and other entities, again emphasizing the State wide character of the event. Once more Beverly Hills came into the

picture as "sweepstakes" prizewinner, after being ousted by Glendale last year. Glendale this time was awarded first prize for "theme" entry. Both were represented by gorgeous floral features. Richfield Oil Company, with a striking float depicting the discovery of gold at Sutter's Fort, gained second theme prize.

First prizewinners in their classes included: United Service Clubs, Pasadena; City and County of San Francisco; Altadena Chamber of Commerce; Whittier Chamber of Commerce; Municipal Light & Power Department; Hotel Huntington; Salvation Army; Pasadena Lodge, B. P. O. Elks.

This year there was chosen for grand marshal a prominent Northern Californian to whom such organization and



Governor C. C. Young, C. Hal Reynolds, President of the Tournament Association, and Lieutenant-Governor H. L. Carnahan. Below: Mayor James Rolph of San Francisco Grand Marshal of parade.



Above, Capt. J. W. McCall, Jr., Chief of Staff; Charles H. Kelley, Chief of Pasadena Police Department. Below, great Trojan Band and Singing Unit.

executive work is no stranger, Mayor James Rolph, Jr., of San Francisco. Under him as chief of staff served Captain J. W. McCall, Jr., and in the capacity of adjutant a great share of the detail work fell on Captain Robert M. McCurdy. Aides to the chief of staff were Captains Wells-lake D. Morse, A. W. Anderson and Arnold E. McCord. Marshals for the divisions were Col. G. H. White, Captain Harold C. Schaffer, Major Carl J. Ballinger, Col. Joseph Matson, Lieut. Arthur Ohrmund, Col. L. J. Mygatt and Capt. George Hester; each having his own staff.

The "Here they come!" cry heralded the approach of Bugler John R. Denholm, who has led twenty consecutive parades, and advance guard of mounted police officers. Then an automobile load of local and visiting police officers followed by the grand marshal, Mayor James Rolph, Jr., of San Francisco.

Two other Pacific Coast chief magistrates were prominent in this year's parade, Mayor John C. Porter of Los Angeles and Mayor Frank Edwards of Seattle. They were seated in another tastefully decorated automobile a few places behind the leading division.

Just behind the grand marshal's car was another containing Governor C. C. Young, viewing his second consecutive Tournament event, and Lieutenant-Governor H. L. Carnahan, as guests of C. Hal Reynolds, president of the Tournament of Roses Association. From under their canopy of roses they acknowledged the frequent bursts of applause from the assembled spectators.

The Drummer Boys of '61 who as an organization have not missed a Rose parade in the long series, were honored with an early place in the line and were warmly saluted along the whole length of the parade.

Following the automobile containing the State dignitaries was another association car with directors of the Tournament body. Then came the rose-clad bower of the women's division, and as guests in this car were Mrs. Young and Mrs. Carnahan.

A trim marching contingent of cadets from the San Diego Army and Navy Academy followed, with the commandant of the school, Col. Thomas A. Davis.

Leading the "festal days" feature floats was the association's own entry, "Tournament of Roses Day," a brilliant sunburst setting as background for the floral queen's throne. Miss Holly Halsted was selected as "queen" of the float, and she was attended by maid-of-honor and two maids-in-waiting.

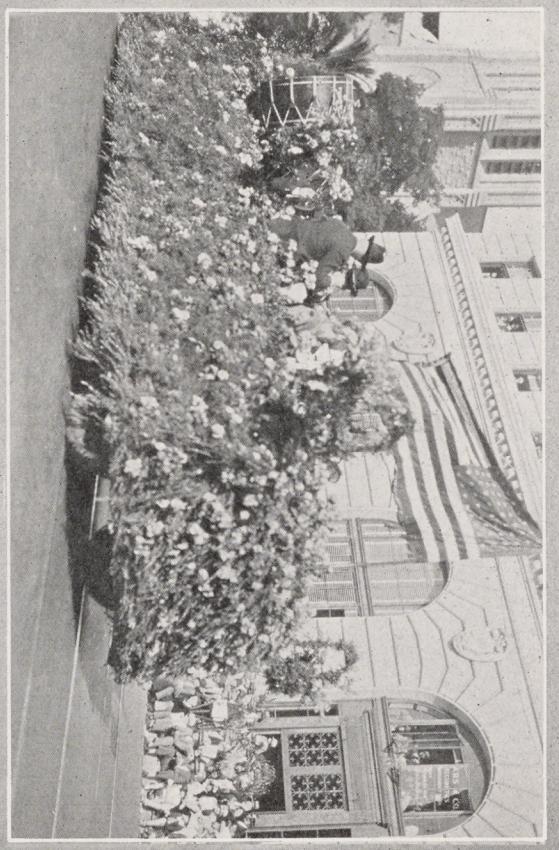
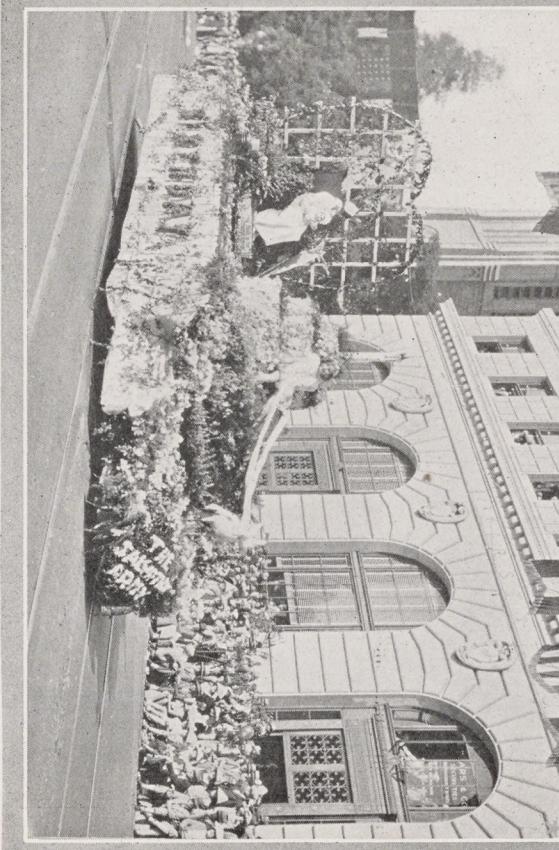
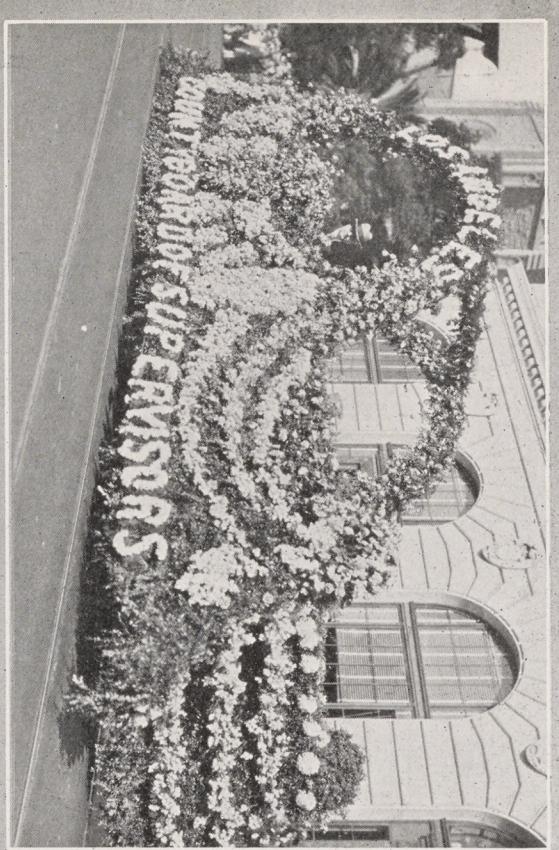
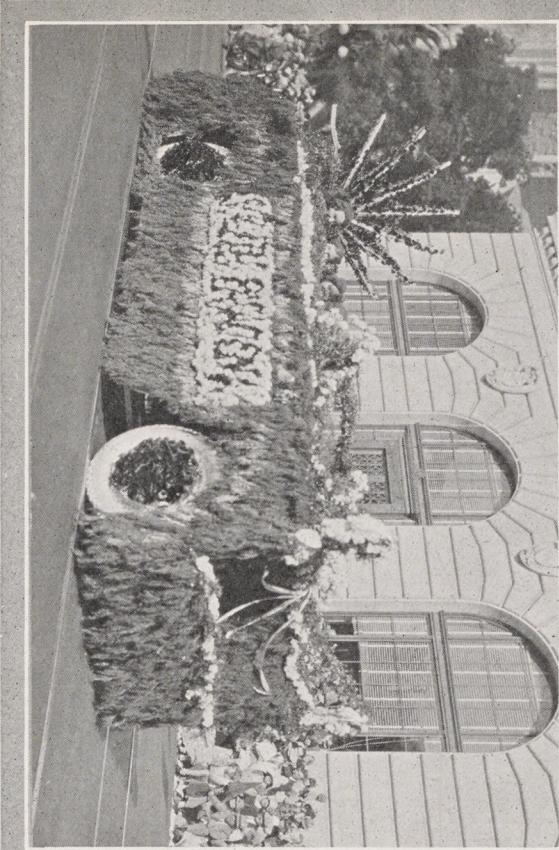
Leading the first division of the parade proper was the Municipal Light and Power Department's complimentary float to the University of Pittsburgh with panther in stalking pose, muscular and menacing.

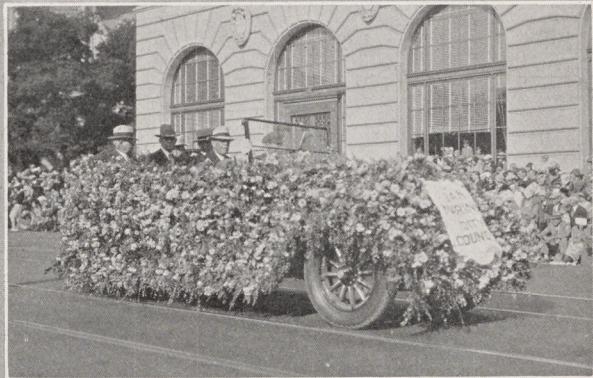
The County Board of Supervisors rode in an automobile in which scroll effects were used as floral trimming. Pink, lavender and blue was the color scheme, with roses, violets, snapdragons and carnations also used in an effective small entry decorative scheme.

Behind them came the visiting mayors of Los Angeles and Seattle, the Long Beach, Glendale and Burbank municipal contingents, the city directors of Pasadena and the Board of Education.

Redondo Beach city council members appeared in a red and green gaily decorated entry; and following them were the San Marino city officials. Civic organizations of another sister municipality, South Pasadena, in a beautifully decorated machine in orange and white against a background

Los Angeles County Supervisors in richly decorated car (upper left); Grand Army Fife and Drum Corps (upper right); South Pasadena decorated car in which pretty girls rode (lower left); Salvation Army Float representing Birthday, (lower right).

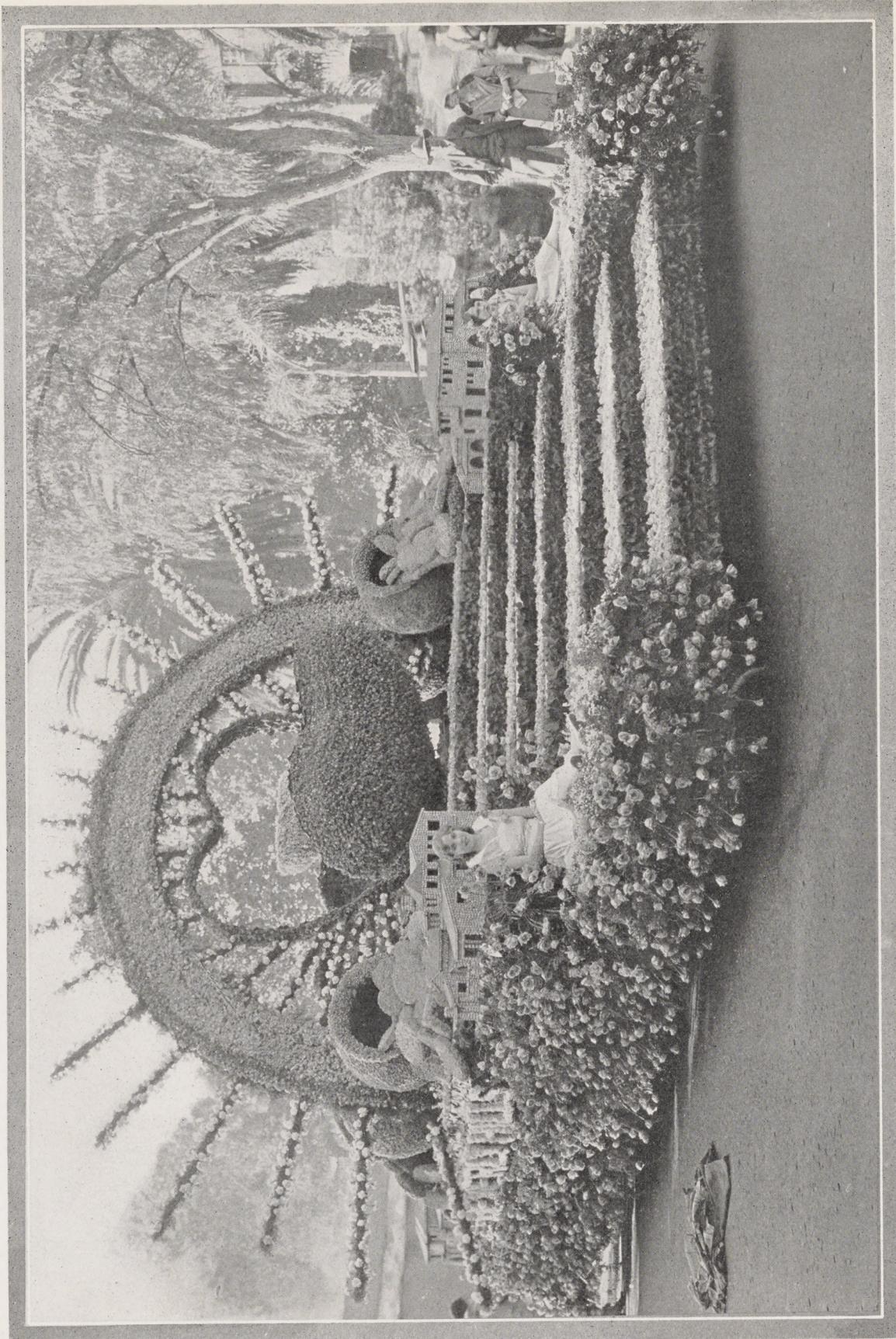




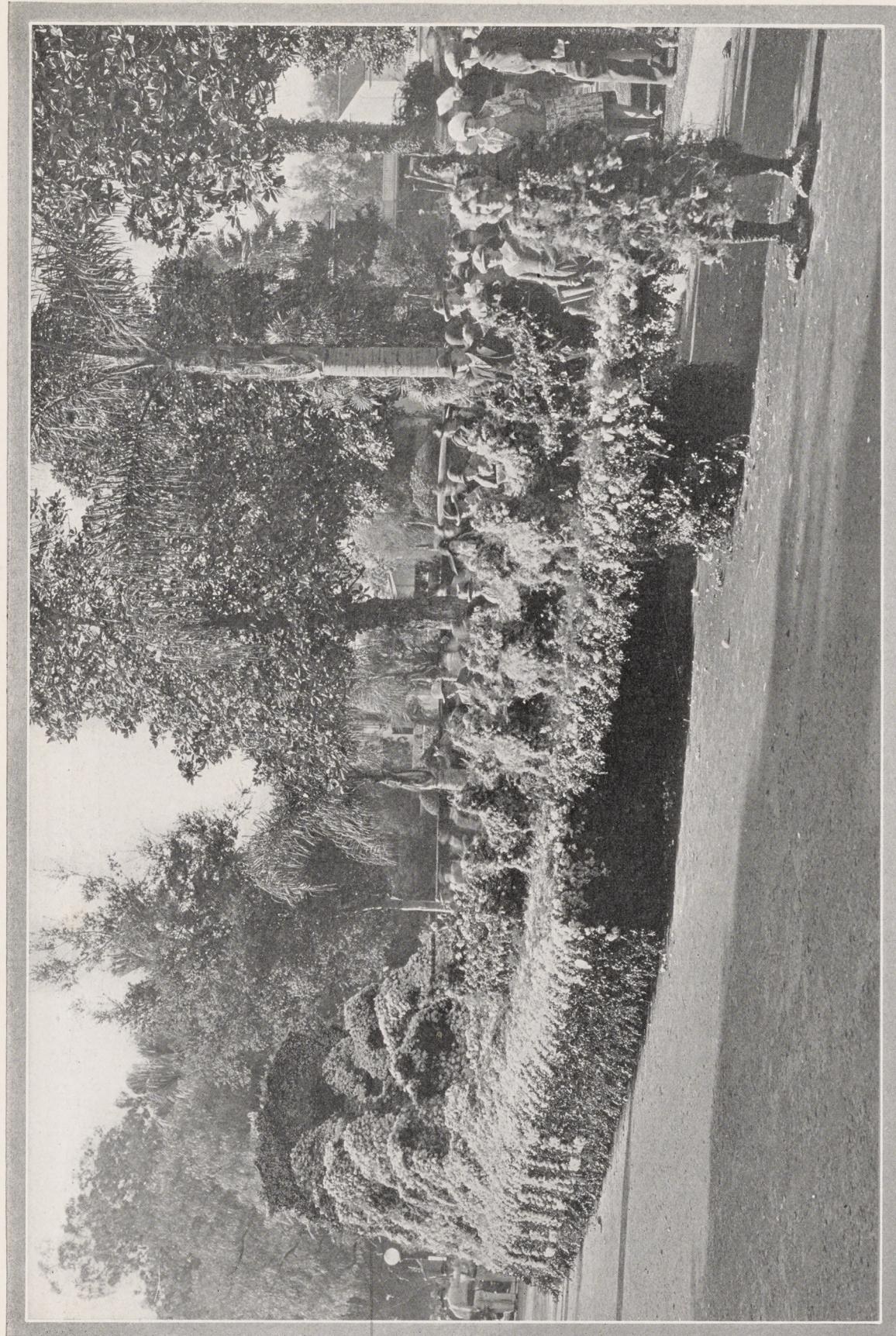
Top left, Mayor Frank Edwards of Seattle and Mayor John C. Porter of Los Angeles; right, Pasadena Elks Band. Second row left, Glendale City Council; right, San Marino City Council. Third row left, Burbank City Council; right, Redondo Beach City Council; Bottom left, Pasadena City Directors; right Pasadena Board of Education.



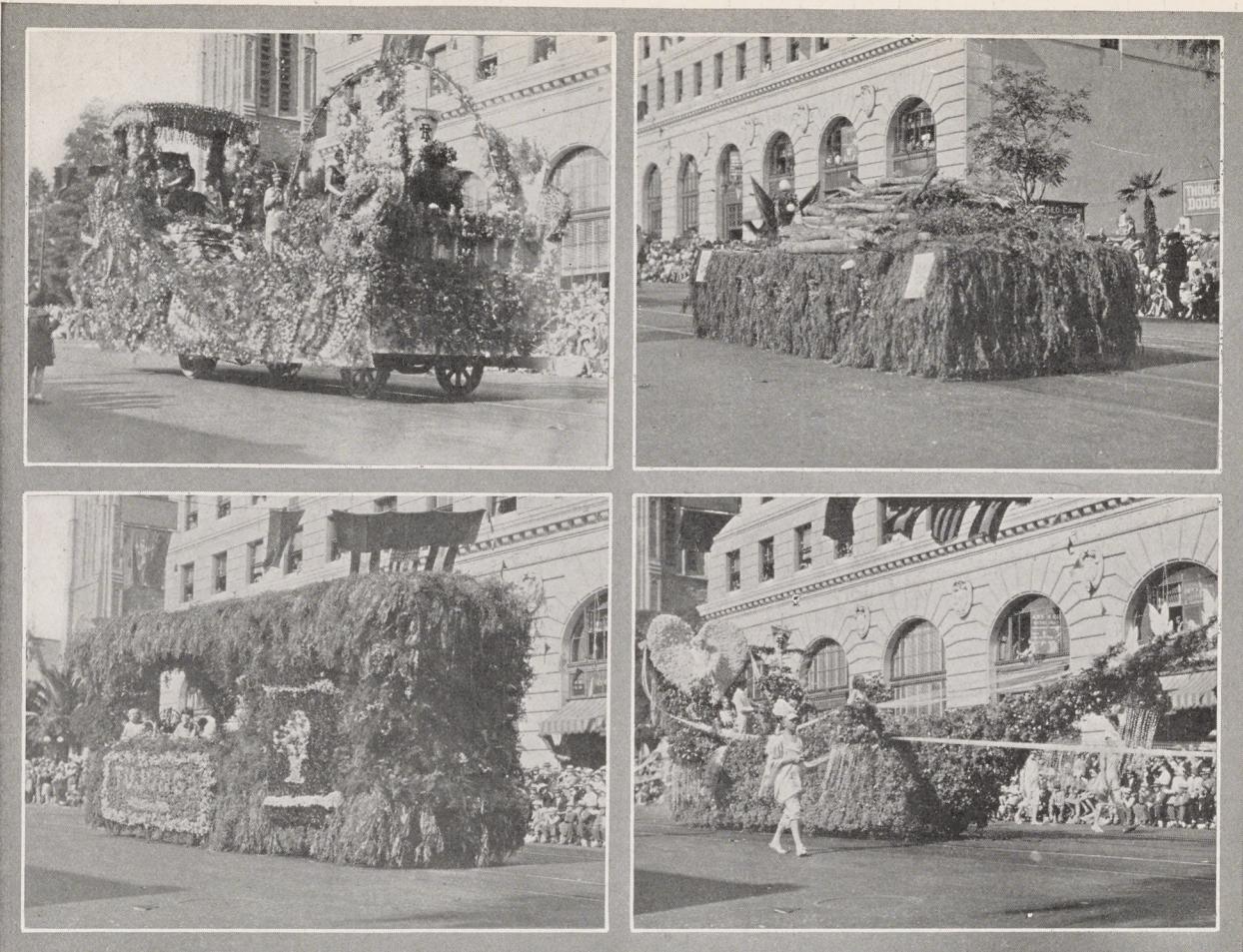
Above, Tournament of Roses Association's own entry; and below, entry of Pasadena Chamber of Commerce and Civic Association, both extending Pasadena's New Year's greeting to the world; and both carrying out striking designs in wealth of California blossoms.



Beverly Hills, with great floral entry depicting "The End of the Rainbow," offering pots of gold and representations of Beverly Hills' homes, is winner of sweepstakes prize. In perfection of design and detail, this float was accorded high honors as one of most beautiful seen in Tournament parade.



Glendale, long a leader in Tournament of Roses floats, is accorded first prize for theme on its picturesque floral representation of days of gold in the great Alaskan gold rush of 1898. Alaskan driver and dog team are shown in foreground.



Beautiful entries, rich in flowers, are shown by nearby communities of Inglewood (upper left), Temple (upper right), Tujunga (lower left) and San Fernando (lower right).

of cypress greens, brought up the rear of the municipal division.

Leading the second division was an impressive entry by Pasadena Post No. 13, American Legion, entitled "Spirit of the Armistice." It followed on the massed Legion Drum and bugle corps, which carried out marching drills in snappy fashion. The handsome float was done mostly in blue and gold, in compliment to the visiting Pittsburghers and also reminiscent of the State colors.

Glendale, winner of the first theme prize in the parade, had an eloquently beautiful entry illustrative of the Klondike gold rush. The Yukon river was depicted coming through the snow-capped mountains, with a floral Aurora Borealis as colorful background. Gold-seekers were shown on the trail, and a dog team and sled formed a lifelike foreground to the elaborate ensemble. A bewildering variety of flowers, and great masses of them, were used to picture the dramatically beautiful setting.

San Francisco city and county's entry was another one that drew many admiring comments from the crowd. It represented "Discovery of San Francisco Bay by Portola," and was splendidly planned and executed. Spanish conquistadores, heavily armed, and mounted on white chargers, were a prominent feature of the striking floral picture.

Another Rose festival, the well-known "Fiesta de las Rosas" of San Jose, sent its compliments in a handsome float carrying its fiesta queen, Miss Ruth Bailey, in queenly floral setting. Her throne was set up in a floral arbor, with seven small maids of honor adding pastel shades to the attractive picture. Roses were used in great masses to tell the Southern Californians that such bountiful blooms

also grow to perfection up north.

Another far-away city that had a greeting and a message to convey to the hundreds of thousands of Southern Californians was Fresno, home of the raisin, the peach, the fig and a lot of other things. Fresno unblushingly proclaimed its Raisin Day Festival and the date, April 26, combining floral attractions with the utilitarian lines.

Long Beach came along in time to present most realistically "Flag Day," with a beautifully draped representation of the flag being sewed by Betsy Ross for General Washington—a tableau that was roundly cheered everywhere along the processional way.

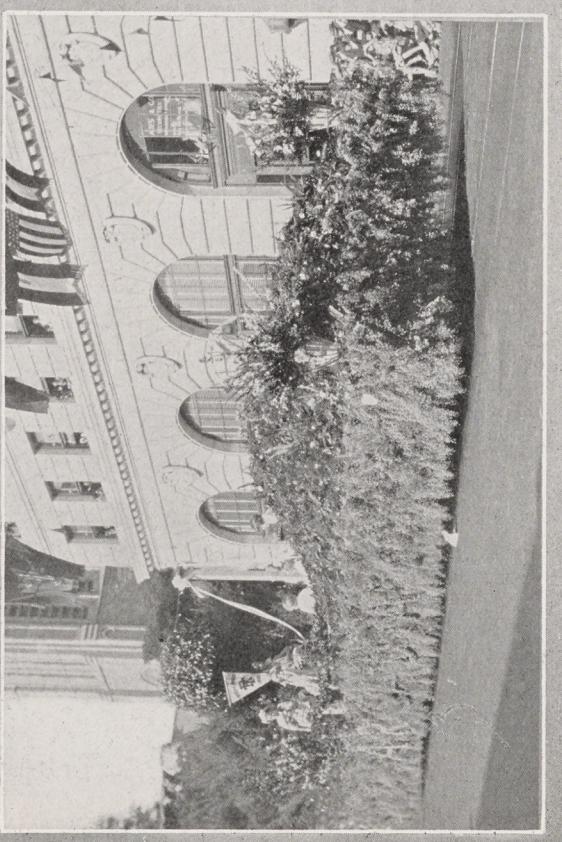
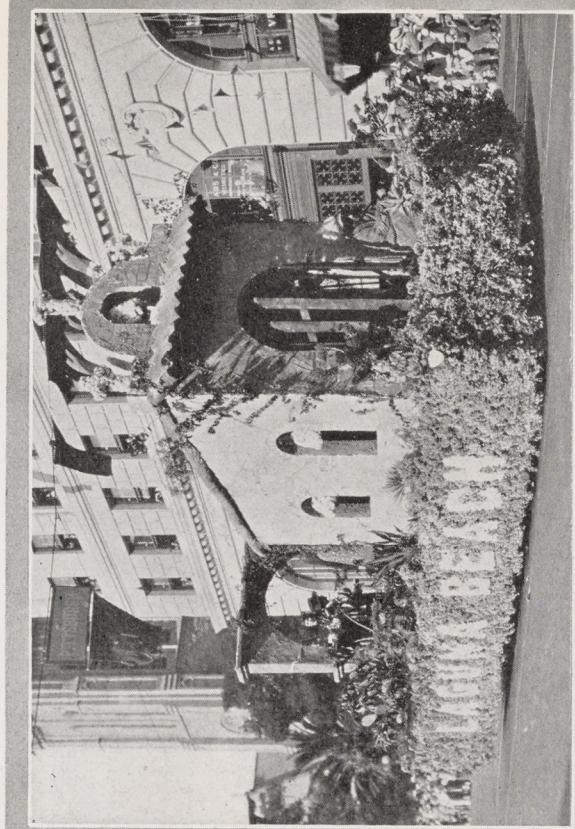
Once again Beverly Hills appeared as sweepstakes prize winner with a magnificent floral offering depicting "The End of the Rainbow." Last year this sister community had to yield the palm to Glendale but the previous two years it had undisputed possession of the grand prize. This year's float had a huge heart as centerpiece, the heart opening to disclose the fountain of happiness. The running water of the fountain was cleverly illusioned. At the corners of the float were shown typical Beverly Hills mansions. The four pots of gold at the ends of the rainbow, were made of blue cornflowers, with yellow pompons for the "gold."

"Admission Day" was selected by Los Angeles city and Chamber of Commerce for its striking float. The Grizzly Bear and the Bear flag carried the theme, in orange and blue, of which thousands of blooms were required. A giant-size Spanish fan was spread at the rear of the float.

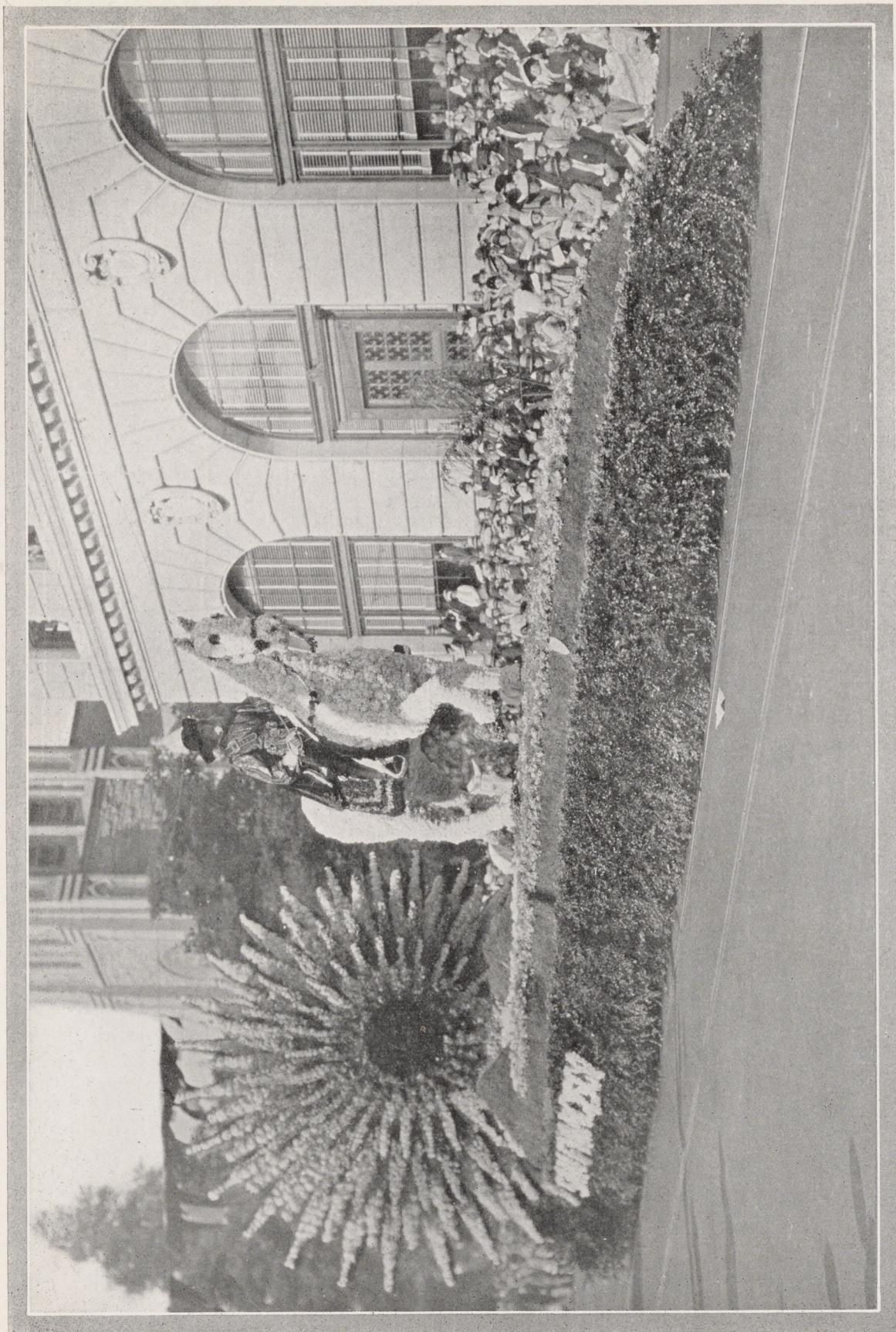
Pleasingly closing the second division was the "Happy New Year" float of the Pasadena Chamber of Commerce, in which the idea of bubble blowing was cleverly suggested



California's Admission Day is beautifully represented in float entered by the City of Los Angeles and Los Angeles Chamber of Commerce. Long Beach (below) depicts Flag Day, with Betsy Ross scene.



Fresno's float (upper left) represents California Raisin Day Festival. Laguna Beach (upper right) depicts in colorful manner the marriage fiesta of Spanish days. Arcadia (lower left) represents May Day. Anaheim and the Valencia Orange Show (lower right) shows a St. Patrick's Day scene.



"The discovery of San Francisco Bay by Don Gaspar Portola" is theme which wins first prize in Class A for splendid float entered officially by the City and County of San Francisco. Portola is shown mounted on a horse of white carnations.



San Diego Army and Navy Academy marches in full strength (upper left). Improved Order of Red Men show Pocahontas scene (upper right). Pasadena Y. M. C. A. Adventure Clubs are well represented (lower left). Tournament of Roses directors ride in decorated car.

by the floral "bubbles" of varied hue and size featured as the groundwork of the float.

Heading the third division came another group of communities of the San Gabriel Valley and beyond, whose citizens have done much to make the Tournament of Roses a lasting success. Monrovia's birthday cake, for instance, was a novelty that was beautifully carried out.

Pomona's float presented a valley of pink carnations, with its enthroned goddess seated and presiding over children at play—a fairy-like setting that lighted many eyes along the route.

San Bernardino told the story of its National Orange Show, to be held in February, and told it well. "Where Orange is King" was the title, and the "king" was appropriately portrayed seated on his throne, a huge, luscious-looking orange. Pulling the orange float was a novelty locomotive that hugely amused the youngsters viewing the parade.

Altadena was heard from with its dainty floral offering the central feature of which was a butterfly hovering over a giant water-lily. Myriads of lovely sweetpeas were used in fashioning the float entered by the chamber of commerce of the hillside community. Its theme was "Midsummer Day" and as the brilliant rays of the sun poured down upon the float and its dainty "cargo," there were many who applauded an idea fitly chosen and well carried out.

Buffalo Bill, as "The Spirit of the West," with cowboys escorting a prairie schooner, entered by W. K. Kellogg of Pomona, brought back the thoughts of the onlookers to pioneer days and its dangers. Eleven beautiful Arabian-

bred horses raised at the Kellogg ranch, ridden in the group, brought admiring glances from all.

A "St. Valentine's Day" float was that representing Whittier Chamber of Commerce, the gondola setting again being used to advantage. The "Valentine" idea was carried by five small children in satin costumes and enclosed in a large heart of pink sweetpeas.

Princess Centinela and her court, in Spanish costumes, discovering the Centinela Springs, was the setting for the Inglewood city float, having reference to that municipality's prized water supply. Among the smaller floats in the parade this was a notable achievement.

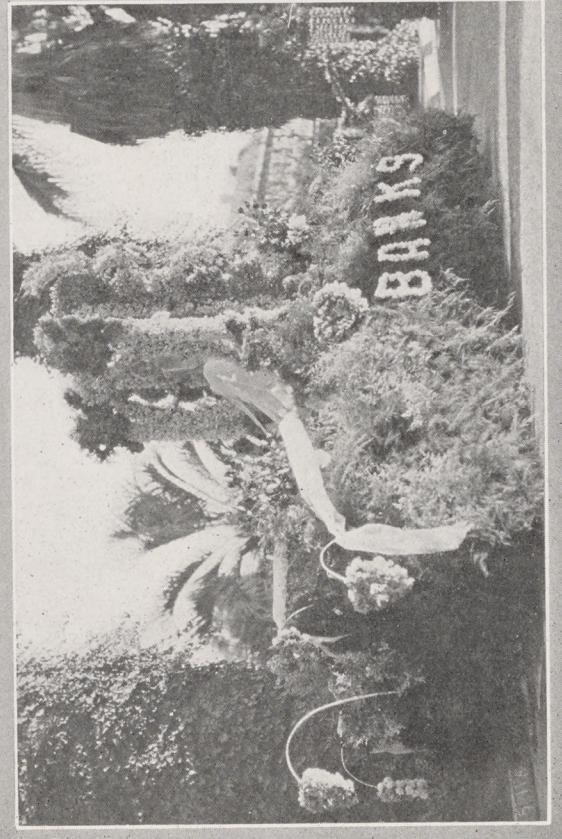
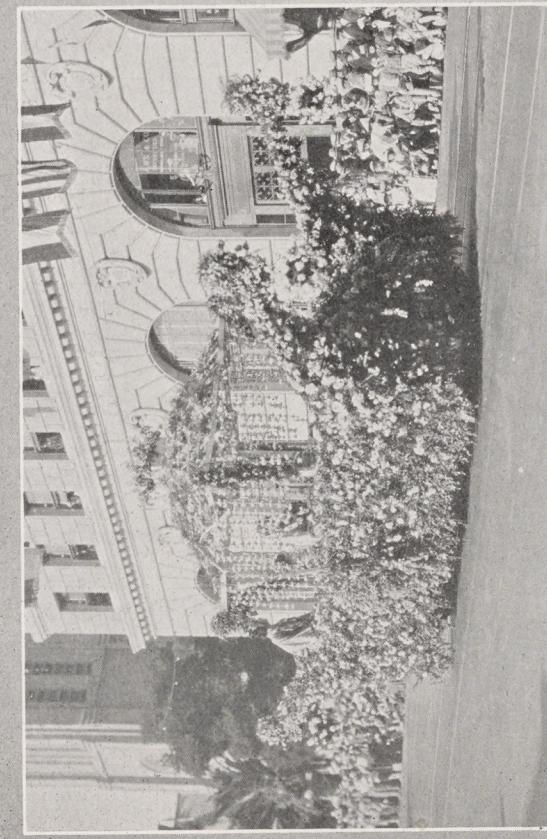
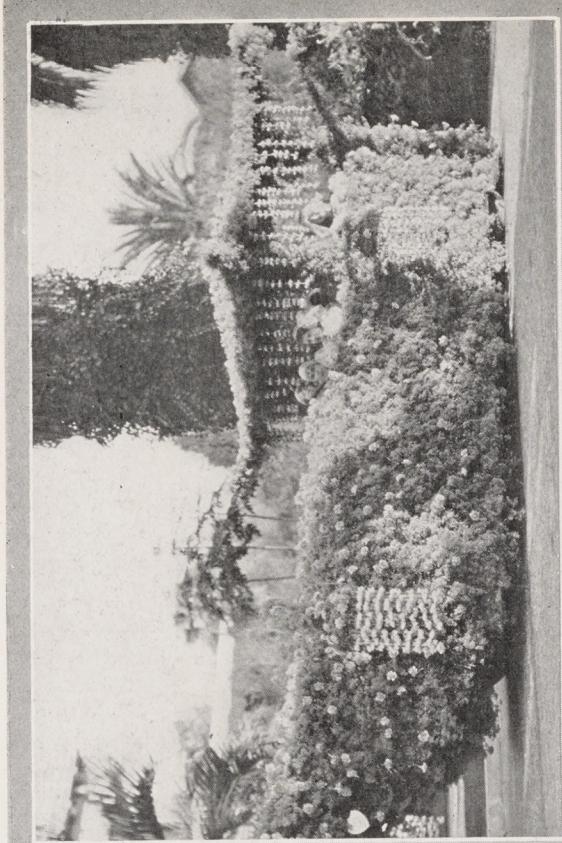
"Mother's Day" was one more tribute to the community of San Fernando's pleasing participations in the Rose Tournament. The "mother" was shown enthroned in a great floral heart, with her daughters, Love, Happiness, Peace and Joy, attending her. The fountain of happiness sprayed its influence on an attendant youth and maiden.

A wedding scene in old California mission days was pleasingly shown on the float from Laguna Beach. Wedding bells pealed from the old patio arch, and a fountain was represented as centerpiece, grouped around which were youths and maidens in Spanish costume.

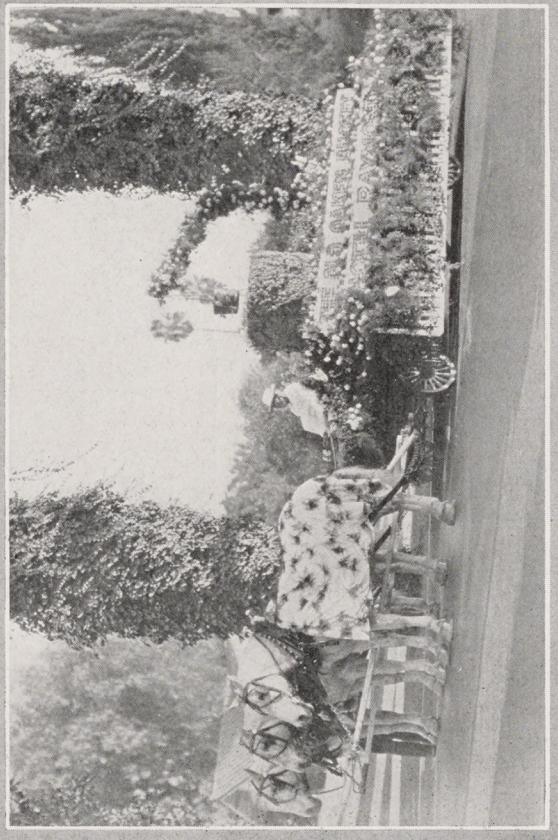
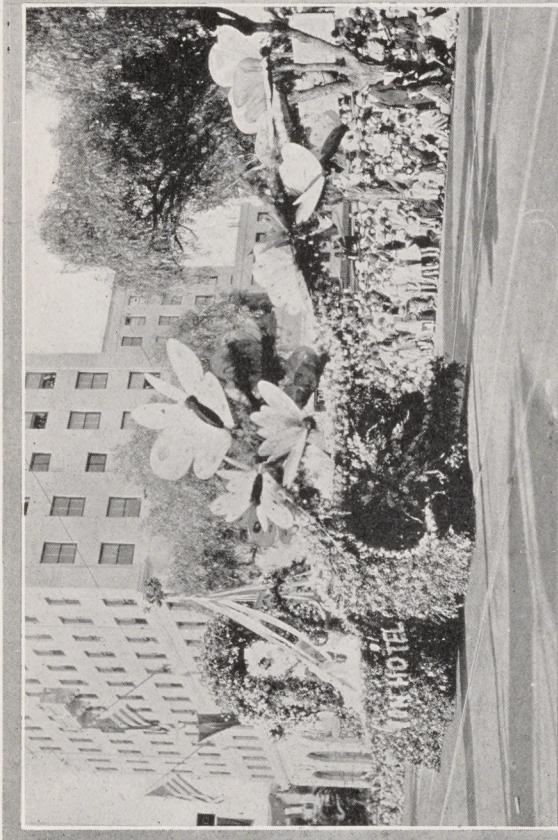
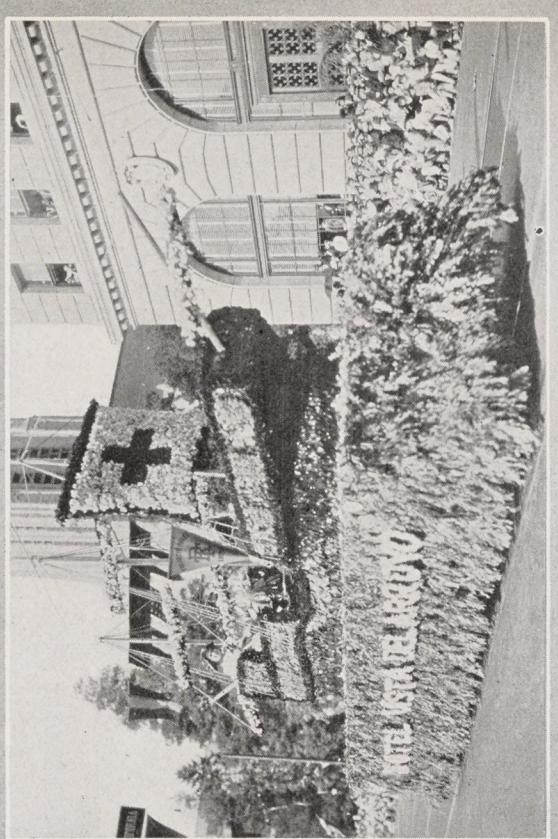
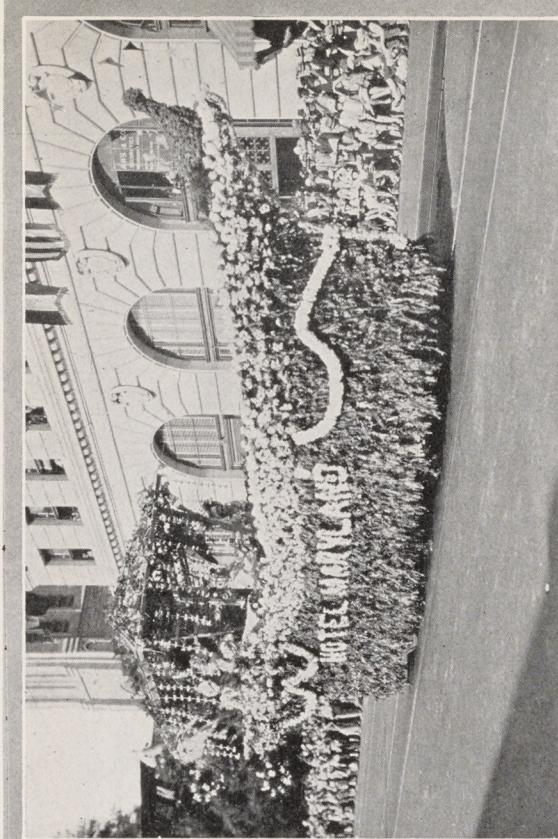
Arcadia appeared with a colorful entry featuring its school "kinderband" in a spring setting and more children dancing around a maypole. Upon a throne of roses in the rear of the float the May Queen was seated. Pastel shaded frocks of the children showed up daintily against the heather carpet of the float. The small members of the "orchestra" wore their school band uniforms.



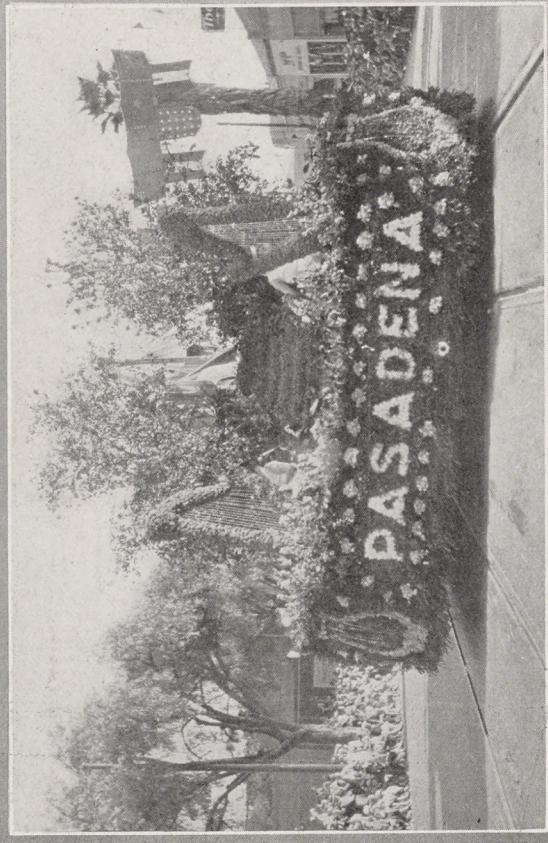
Whittier (above) selects St. Valentine's Day as inspiration for its gorgeous float, winning first prize in its division. National Orange Show (below) depicts the beauties and pleasures of life "where orange is king." These and many other entries evince the friendly spirit of neighbor cities.



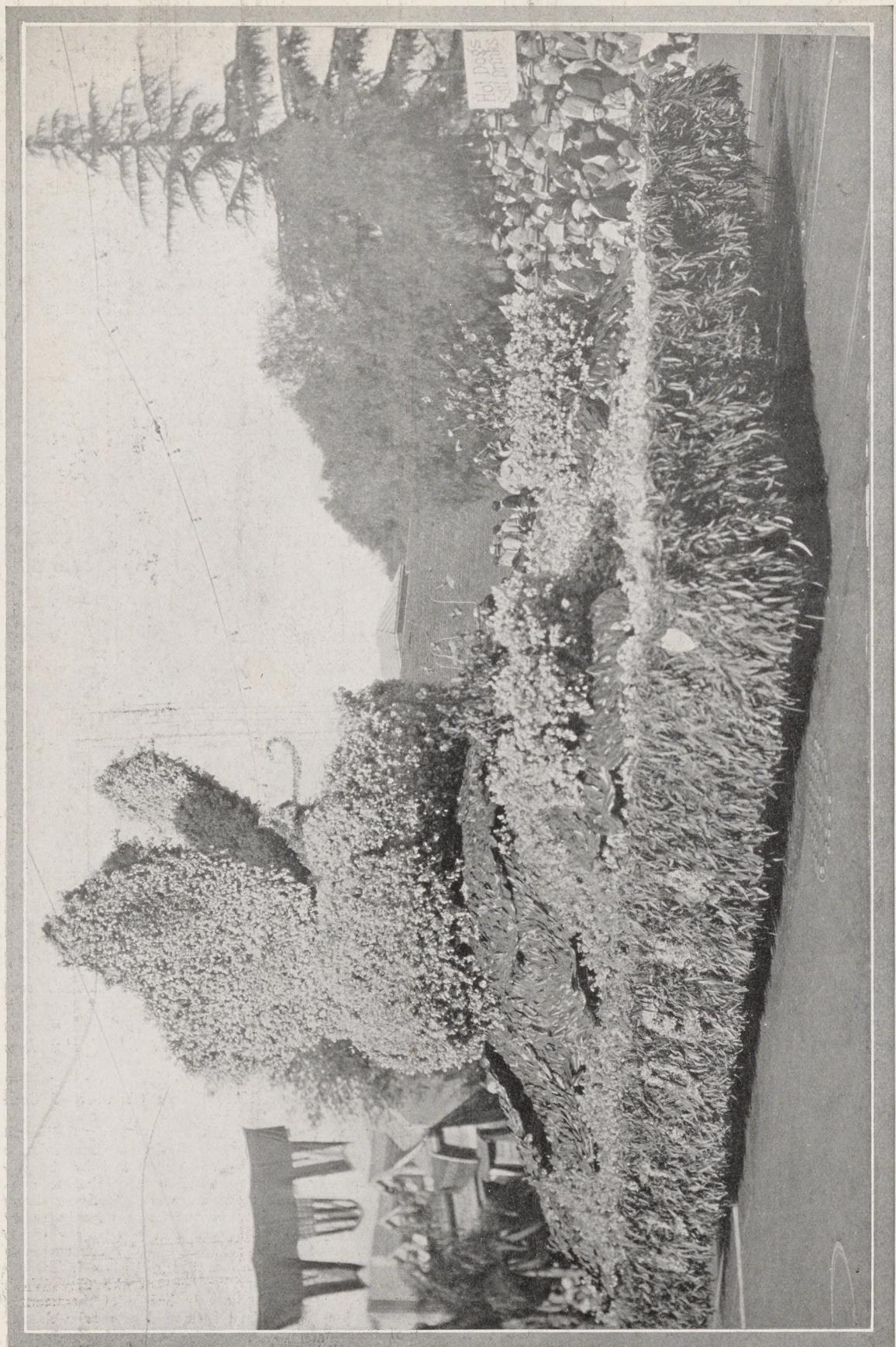
Pasadena Merchants Association (upper left) presents Japanese barge. Pasadena Automobile Dealers Association (upper right) shows medieval design, representing "Happy Days." Pasadena Clearinghouse (lower left) selects St. Valentine's Day. Pasadena Realty Board offers Hallowe'en float.



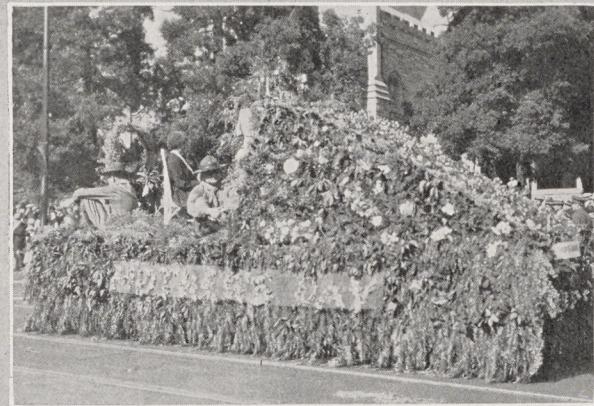
Hotel Huntingdon (upper left) depicts in blossoms the beauties of May Day. Hotel Maryland (upper right) presents Venetian barge. Hotel Raymond (lower left) shows "The Old Oaken Bucket" in float drawn by three white horses. Hotel Vista del Arroyo offers a Spanish treasure ship.



Miss Holly Halsted proves a charming queen indeed on the Tournament Association float. John McDonald and other "drummer boys" are seen in action. Pasadena Park Department takes for its theme "Music and Flowers. The Women's Division of the Tournament entertains noted guests.



"Midsummer Day", presented by Altadena Chamber of Commerce, wins first prize in one of the most highly competitive civic classes. This float, featuring butterfly and water lilies, was decorated almost entirely in sweet peas, making it a beautiful symphony in pastel shades.



What boys can do is shown by Boy Scout troop No. 29 of Pasadena (top left), No. 13 of Pasadena (top right), No. 6 of Alhambra (center left), two San Marino troops (center right) and No. 40 of Pasadena (bottom left). Boys of Pasadena Preventorium (lower right) also have attractive entry.

Anaheim, home of the "orange," was Irish for this occasion, with St. Patrick's Day as its chosen festal theme. The float depicted the patron saint shooing serpents from the mountain into the sea, recalling the legend of how the Christian pioneers had to rid the green isle from reptiles.

Caliente, Nev., which has come into prominence through its proximity to the Boulder Dam site, depicted its nearby scenery of the Cathedral Gorge, rather reminiscent of Bryce Canyon. The contrast between rocky peaks and drear desert was quite well marked, and four Indian maidens in buckskin costumes were a picturesque group of riders.

Another small community was represented in a simple float theme that told its message without ambiguity—a bundle of logs, chopping block and axe, in woodland setting. The

float was entered by the Temple City Chamber of Commerce.

A foliage covered pergola reminiscent of early California days was the contribution of the Tujunga community, a small colorful entry that was not overlooked by the discerning even among so many much more elaborate ones.

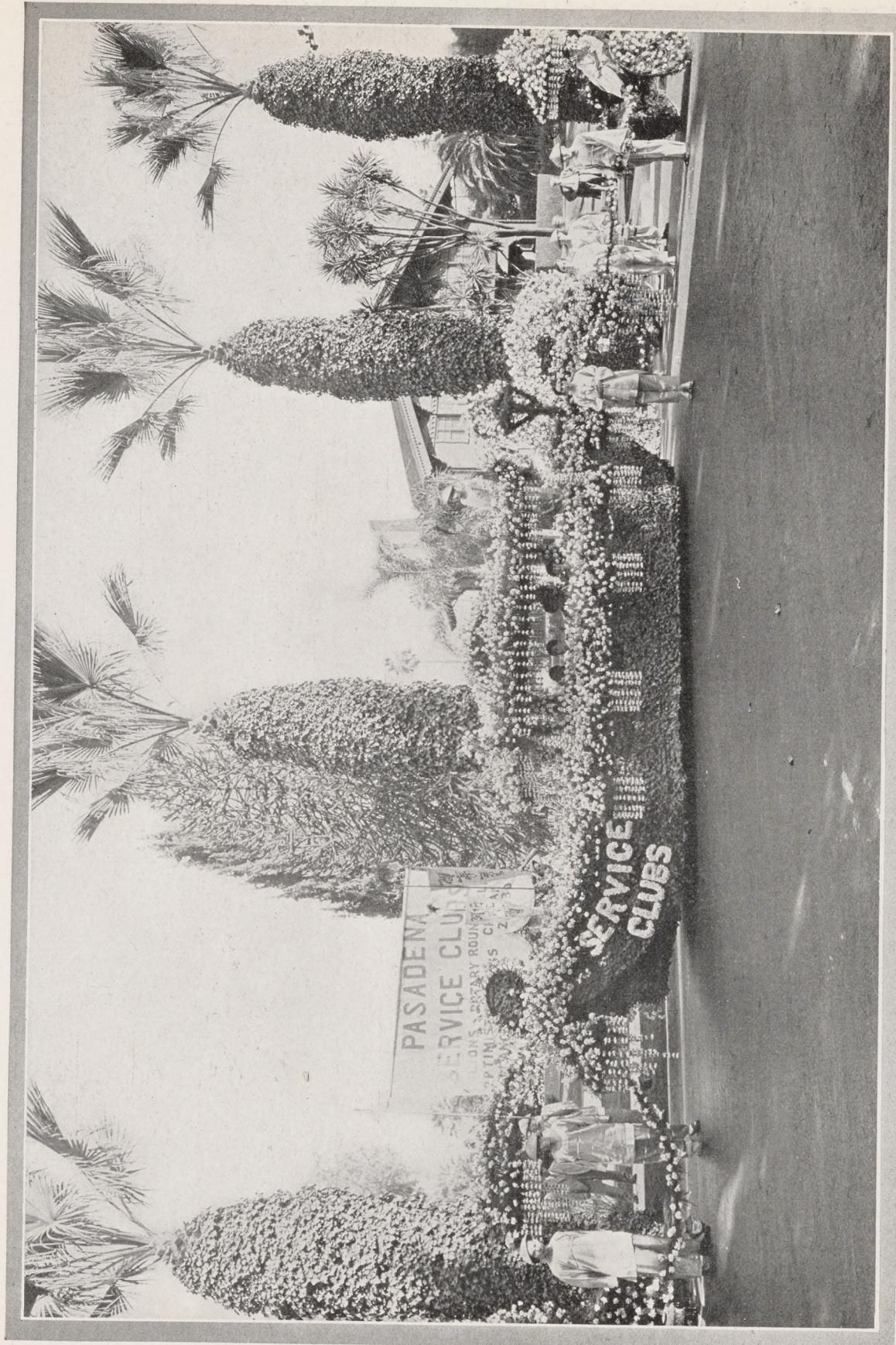
Winter sports at Lake Arrowhead were effectively shown by the entry of the chamber of commerce of that resort. A sleigh drawn by three reindeer, with a grou pin winter sport costumes, made up the red, white and green ensemble.

Calling attention again to the big game to follow the parade was the Trojan warrior float of the City Water Department. A huge shield bore in bas-relief the head of the Trojan, and a big football fashioned of marigolds told the rest of the story.

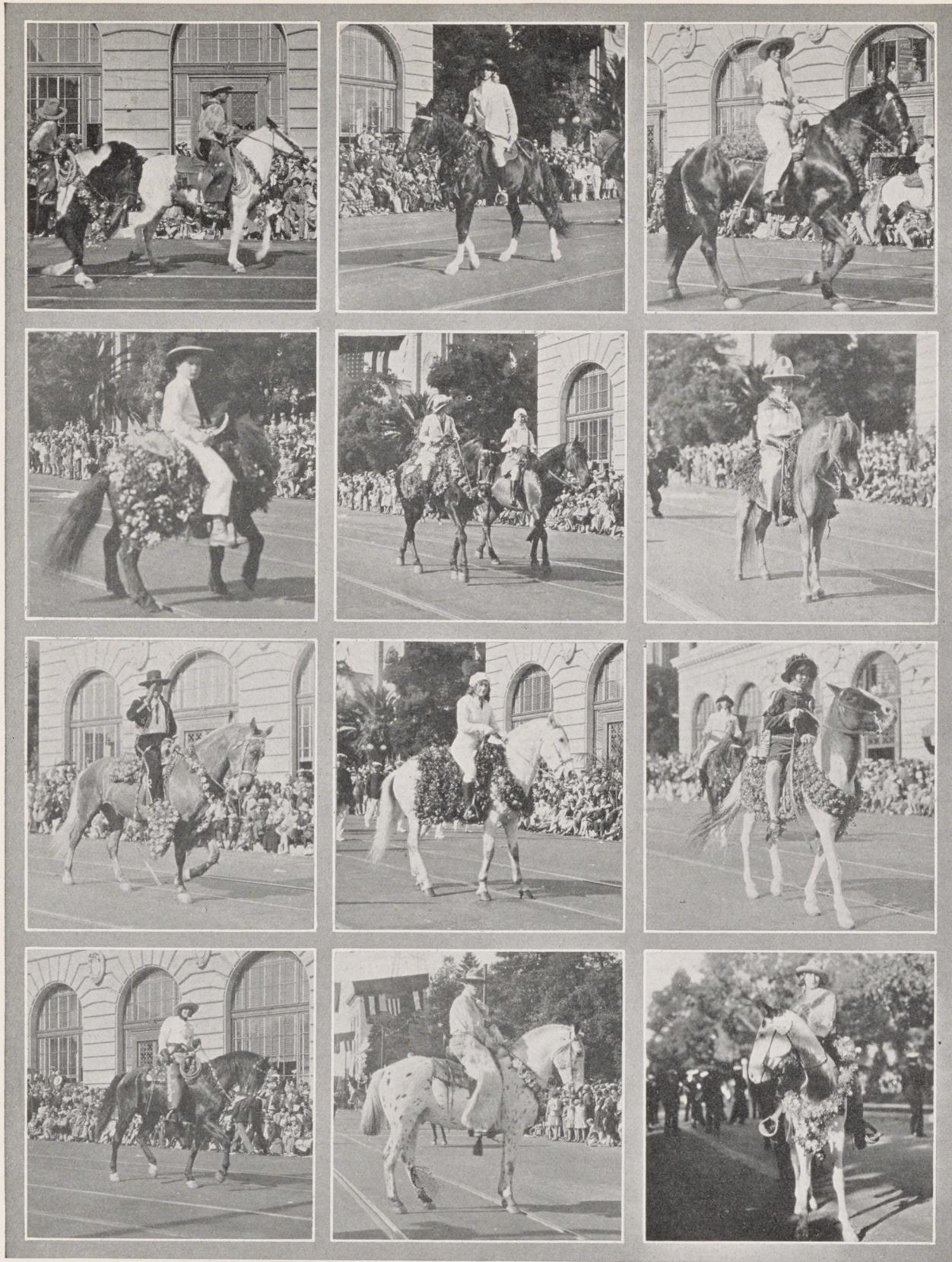
"Music and Flowers" gave the City Park Department



"Fiesta de las Rosas," the floral fete of San Jose, is depicted by that city in its striking Tournament float. Monrovia's birthday is celebrated in that city's float, with floral cake and candles.



Depicting the Chinese Festival of Lanterns, the float offered by the United Service Clubs of Pasadena, wins the Everard cup for the best Pasadena entry in the parade. It represents a Chinese river boat with passengers and outriders in costume. The float made use of pink and white flowers.



The equestrian division of the 1930 Tournament parade proves to be one of charm and diversity. Here are shown a few of those who thus added to the pleasure of the New Year's day crowds.



Here are beautifully decorated cars of Woman's Civic League of Pasadena (upper left), Los Angeles District, California Federation of Woman's Clubs (upper right), Long Beach Business and Professional Women's Club (lower left), and Zonta Club of Pasadena (lower right).

its idea for a beautiful garden setting, with golden stairs leading to a pavilion in which a Grecian dancer was posed.

Pasadena hotels always are prominent in Rose parade entries, and this year was no exception, as was well exemplified in the fourth division. A Spanish galleon with its spread of canvas represented by thousands of white flowers was the Vista Del Arroyo entry. Yellow roses, bronze chrysanthemums and marigolds were the colors used. Hotel Huntington pictured "May Day" with a floral maypole, while in front of the float were dainty, pastel-shaded butterflies. The Hotel Maryland entry was a Venetian barge daintily done in carnations, roses and sweetpeas delicately shaded into masses of foliage. "The Old Oaken Bucket" was the novel touch supplied by the float entry of the Hotel Raymond, white and pink carnations and yellow pompon chrysanthemums being used profusely to make up the pleasing ensemble.

"Festival of Lanterns", naturally in oriental setting, was chosen by the United Service Clubs of Pasadena as a contribution to the parade. A Chinese river boat decorated with floral lanterns in varied shades was the picturesque foundation for the theme. Three girls in oriental costume were the fair "cargo," and the massed blooms, pink and white predominating, filled in the colorful background.

A sentimentally beautiful thing was "The Wedding Day", shown by the entry of the Shakespeare Club and supposed to portray a young couple going through the ceremony of marriage in an old cathedral. They were depicted through a Gothic arch, made of heather, and standing before an altar made of candytuft and camellias, with a cross of white carnations superimposed.

Another "May Day" idea was well worked up by the Business and Professional Woman's Club of Long Beach. A huge basket, itself of flowers and full of many-hued blooms, conveyed the story of the beginning of summer.

Red roses, white carnations and greenery depicted "A Garden" entry of the Los Angeles District, California Federation of Women's Clubs. The miniature garden in the center, with bench, trees and shrubs was effectively done.

Owensmouth, Reseda and the West San Fernando Valley combined in another basket of spring flowers that delighted the spectators. The float carried the girls' drum and bugle corps of the Owensmouth High School, and the school band accompanied the entry.

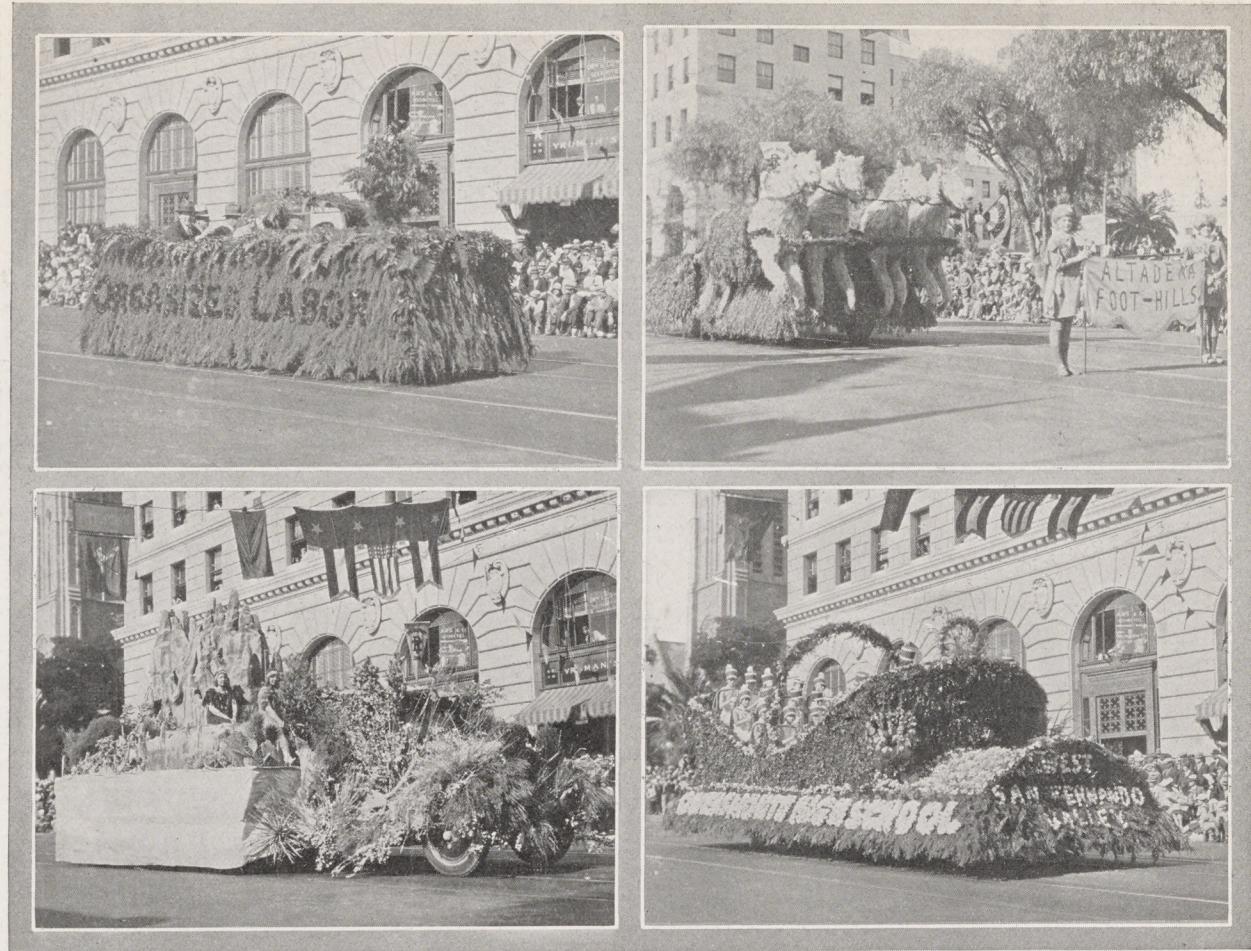
Daughters of the American Revolution displayed their wheel and distaff emblem as the central feature of their decorated automobile. Cornflowers and yellow pompon chrysanthemums provided the striking color scheme. Three chapters combined in this entry, Pasadena, Martin Severance (Pasadena) and Eschscholtzia (Los Angeles).

"The Fourth of July" and its firecrackers were cleverly represented by the entry of the Woman's Civic League of Pasadena. On a background of gray sage, a gorgeous display of "fireworks" in red carnations, white sweetpeas and blue cornflowers was pictured. Two big firecrackers in red emitted red pepper berries and flower petals in realistic style.

The Board of Labor and the Building Trades Council combined in their Rose Tournament entry, a decorated automobile done in cypress foliage and marigolds, with poinsettias for color touches. Without attempting to portray any special "theme" the trade unionists showed their



Armistice Day is appropriately chosen by Pasadena Post of the American Legion for its striking entry. Christmas Day is the subject selected for floral presentation by Pasadena Lodge of Elks.



Pasadena Board of Labor and Building Trades Council (upper left); W. H. Gronow of Altadena Foothills (upper right); Caliente, Nevada, entry (lower left); Owensmouth High School float.

unity with the objectives of the great Southland winter carnival.

Pasadena Zonta Service Club, recently organized, came into the picture with a beautifully decorated car, in which yellow and bronze chrysanthemums and plumosa ferns were used effectively.

Novelty and beauty were combined in the Pasadena schools' Japanese Fish Festival, representing a huge carp, the scales formed of calendulas and fern, with the eyes in blue statice. Six small children entered into the fun of being companions to the fish, four of them being accommodated in its mouth.

"World Peace" was the appropriate theme of the Pasadena public schools' second entry. A large globe with the countries depicted in brilliant colors was shown. The background of foothills, with flags of the nations flying, was cleverly filled in.

"New Year's Day" was the idea of another schools' float, with purple heather and larkspur used effectively up to a cone of brilliant hues.

Salvation Army's efforts in child welfare were pictorially told in "The First Birthday" entry of the organization, in the educational and religious class. A nurse attending an infant in a bassinette, and another child playing with a stork upon a large floral birthday cake, made up the setting.

Y. M. C. A. Associated Adventure Clubs were seen through a world revolving in a green atmosphere, symbolic of the enlarged outlook of this organization. The red triangle of the 'Y' also was prominently placed.

A huge milk bottle told where most of the Pasadena Preventorium's health treatment for its boy members comes from. The boys with the float were shown in the track

suits they wear in their building-up exercises.

Pasadena Elks Lodge believes in Santa Claus, as was shown by the Yule saint being featured on its float. A mother and her four children interestedly watched Santa's arrival down the chimney with his anticipated load of gifts.

Captain John Smith's rescue by Pocahontas was realistically reproduced on the float entered by the Improved Order of Red Men and Degree of Pocahontas, in the fraternal order class. The forest glade setting with characters of pioneer days made a striking feature.

"St. Barnabas Day at The Old Mill" was the festival day entry of the Boy Scouts of San Marino. A group of characters, including priest, ranchers and Indians in costumes of the period were shown in the patio of the mill.

Daniel Boone was the theme of the float entered by Troop 13, Pasadena, Boy Scouts, with the pioneer shown meeting a group of Indians in the forest. The wigwam scene and the costuming were particularly well done.

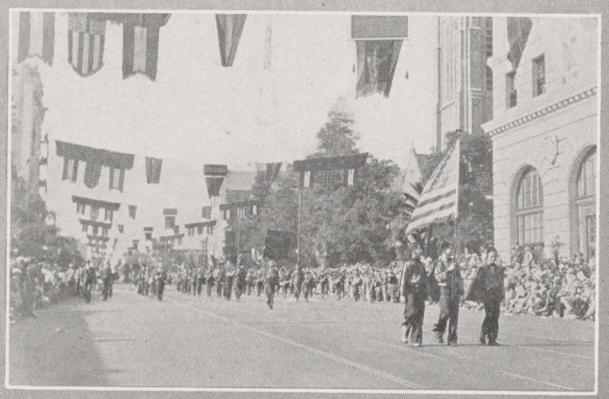
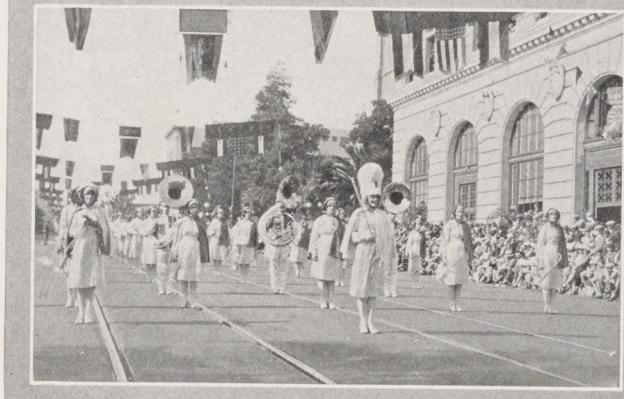
Alexander Graham Bell and his successful adaptation of the telephone were honored in the float entered by Troop 29, Pasadena, Boy Scouts. The cumbersome first instrument was reproduced florally to show what was used as the fair exchange operator's "earpiece" in 1876. Scouts were the attendants.

"Twenty Years of Scouting" was strikingly cast for Troop 40, Pasadena, Boy Scouts. Character development of the boy rescued from street urchin environment to Eagle Scout rank was the theme. Grades of boyhood progress were shown ascending to a peak, upon which was perched an eagle.

Alhambra Boy Scouts had carried out well the idea of Mother's Day, with a fireside scene, and a vase of red

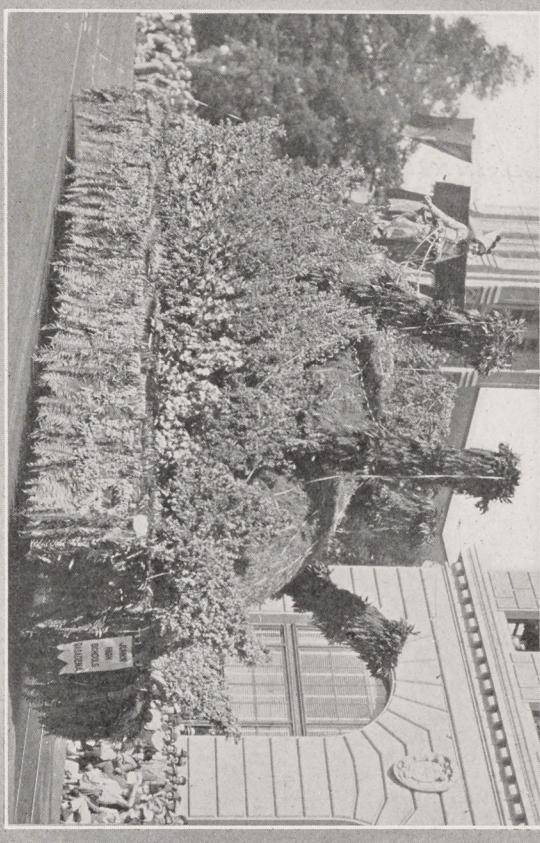
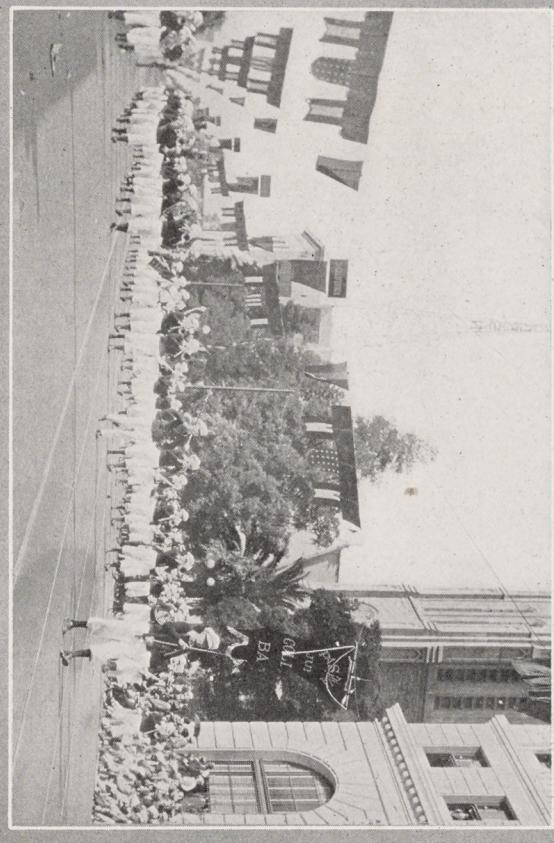
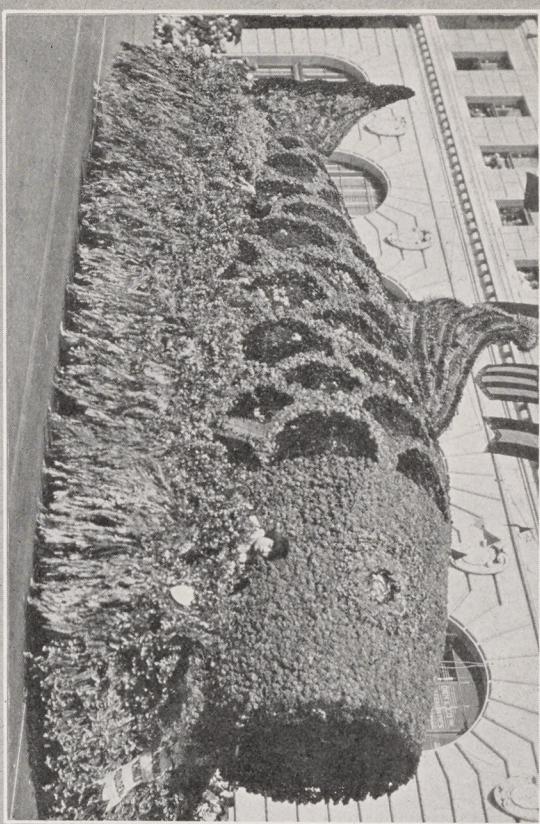
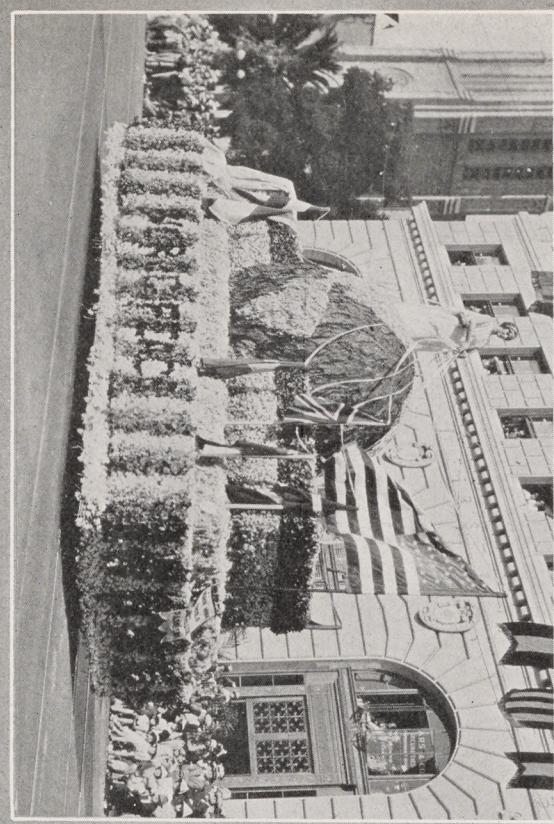


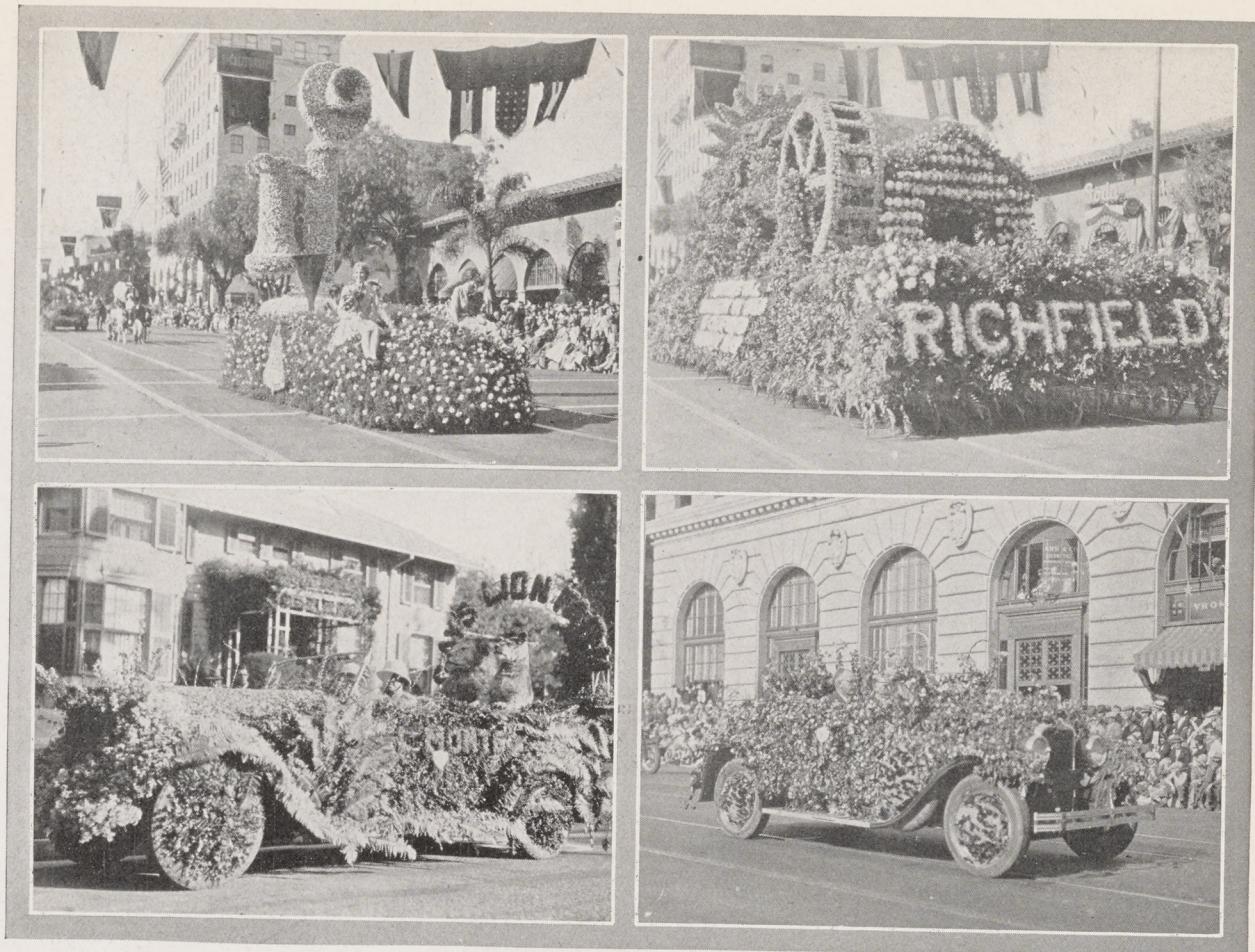
The Shakespeare Club, Pasadena's largest organization of women, presents "Wedding Day", designed and decorated by Garden Section of club. Three chapters of Daughters of the American Revolution show wheel and distaff in organization's emblem. These floats are typical of the beauty that often can be attained through united efforts of women.



Ken Maynard as Buffalo Bill in W. K. Kellogg entry (top left); another feature of W. K. Kellogg's notable entry (right); Texaco (second row left) Adohr Creamery (right); Chic Chivvis Riding Academy (third row left); Stone's Hotel for Dogs (right); Taft Girls' Band (bottom left); John Marshall Junior High School Band (right).

Pasadena public schools are represented in three artistic and colorful floats, designed by students. Float at upper left represents Japanese fish festival; right, New Year's Day; lower left "World Peace." At right, below, is the large band of Pasadena Junior College.





Pacific Telephone and Telegraph Company (upper left); Richfield Oil Company (right); Gay's Lion Farm (lower left), and Carl M. Strandwold's private entry (right), all are rich in flowers.

and white carnations prominent in the picture as remembrance of the occasion.

Opening the sixth division of the parade was the float entry of the Pasadena Merchants' Association. It represented a Japanese barge daintily done with latticework cabin representing a floral bower. Its color scheme of pink and blue was carried out with thousands of carnations and delphinium.

"St. Valentine's Day" was the idea adopted for the Pasadena Clearing House Association float, with a "queen of hearts" seated in a floral heart, and colored streamers leading to smaller floral hearts. A profusion of roses, sweetpeas, other flowers and greenery made a delicately colored picture.

"Happy Days" on a floral barge was the idealistic setting used by the Automobile Dealers' Association of Pasadena. Thousands of pink and white carnations made the beautiful vehicle for a quintet of girls, dressed in pink tulle over silk—a dainty sight for the eye to rest upon.

One of the most pleasing of the "idea" floats as distinct from the merely pretty ones was "Hallowe'en", entered by the Pasadena Realty Board. Black, orange and green made the striking color scheme, and black cats, goblins, pumpkins, owls, cornstalks 'everything connected with the spooky festival were introduced.

The "red star" of the Texaco firm was carried in two cars entered by that concern, done in red and white carnations, the trademark in blossoms forming the background.

"Sutter's Mill" and the discovery of gold in California was the idea, cleverly adapted, for the Richfield Oil Company's second prize-winning entry. A large revolving mill-wheel done in white blossoms, the mill house copying the original structure, with mountain and waterfall for background, and the miner making his discovery of "pay dirt" were represented.

"Happy New Year" was broadcast through a giant telephone receiver set up on the Pacific Telephone and Telegraph Company's float.

A miniature milk wagon drawn by a team of small ponies was the novel way in which the Adohr Creamery Company conveyed its business message.

Another trade entry was the lion and lioness decorated car of Gay's Lion Farm.

The days when the Tournament of Roses attraction apart from the parade was a chariot race rather than a feature football game were told in an entry by William H. Gronow, of Altadena. Four horses were shown harnessed to the Roman chariot, white pampas plumes being effective in outlining the galloping animals.

George Stone, Valley boulevard, was back again with his London hansom cab.

Forming the seventh division were the riders, cowboys, cowgirls, Indians, covered wagon and other features. Spanish, Indian, Western, English and other costumes were used by various riders, who added the picturesque mounted section to the big parade.



Lake Arrowhead (above) depicts winter sports in its richly colored entry, featuring a floral sleigh drawn by reindeer. Pomona (below) pays homage to Flora, goddess of flowers, sister of Pomona, goddess of fruit. Both of these floats ranked high in their classes and were attractive creations.



Pittsburgh Panther and U. S. C. Trojan warrior are welcomed in flowers by Pasadena Municipal Light Department and Pasadena Water Department.

U. S. C. Defeats Pittsburgh, Score 47 to 14

THE University of Southern California scored the most overwhelming victory in the history of the Tournament of Roses East-West football game, at the Rose Bowl the afternoon of January 1, 1930, when it defeated the University of Pittsburgh, 47 to 14.

The visitors from Pittsburgh with their very first play threw a scare into the Rose Bowl crowd of 71,000, strongly partisan to Southern California. Toby Uansa, the flashy Panther halfback, broke loose behind perfect interference for a run over right tackle that netted 68 yards and took the ball to the Trojan 18 yard line. Uansa had seemed off for a touchdown but Russ Saunders, the speedy Southern California quarterback proved a faster runner and overhauled the Panther from behind when no one stood between him and the goal. Southern California immediately stopped the advance and started one of its own that soon scored.

But the rest of the game was Southern California through-out. The Trojans out-ran, out-passed, out-plunged and out-kicked their more famous adversaries, despite the

fact that until New Year's day Pittsburgh had been undefeated throughout the season and that it included four "All-American" to one of the Trojan eleven.

Southern California, apparently determined to make its victory impressive without the aid of the warm climate which had been blamed for the defeat of other eastern teams in inter-sectional contests, started scoring early. The Trojans really won the game in the first half, getting two more touchdowns then, while their opponents were still fresh, than Pittsburgh made in the entire game.

The first Trojan score came early in the first quarter, when Saunders tossed a long pass to Edelson, who galloped over the goal line, the play netting 40 yards. Shaver converted and the score stood: U. S. C. 7; Pitt 0.

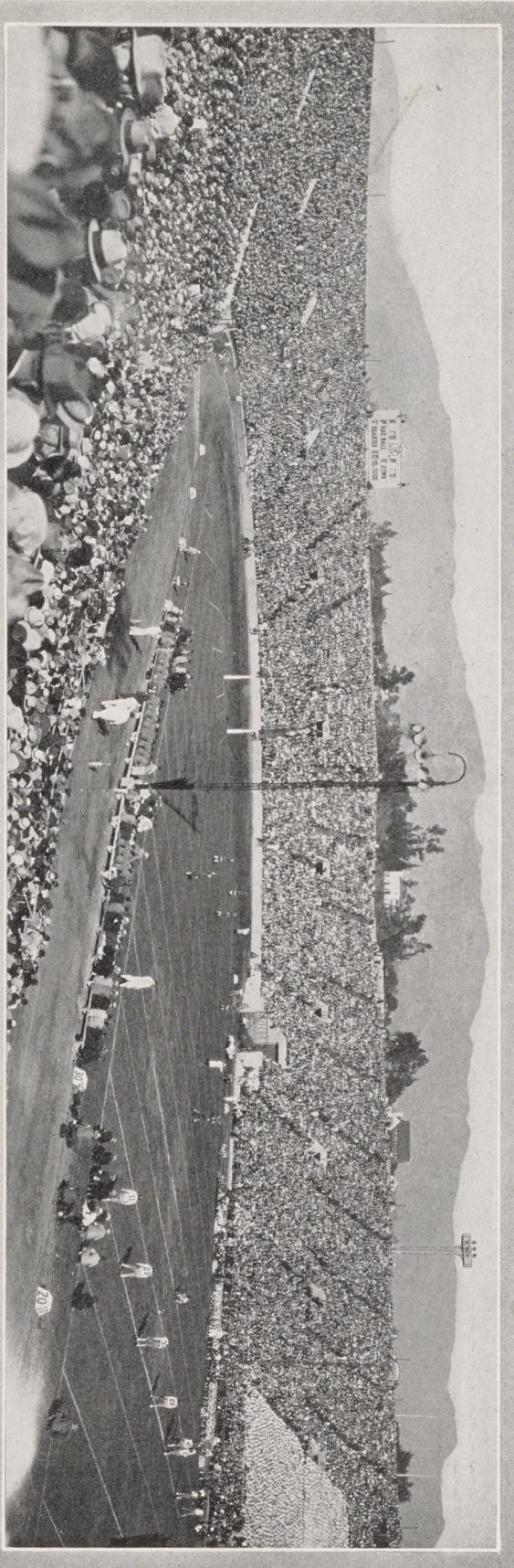
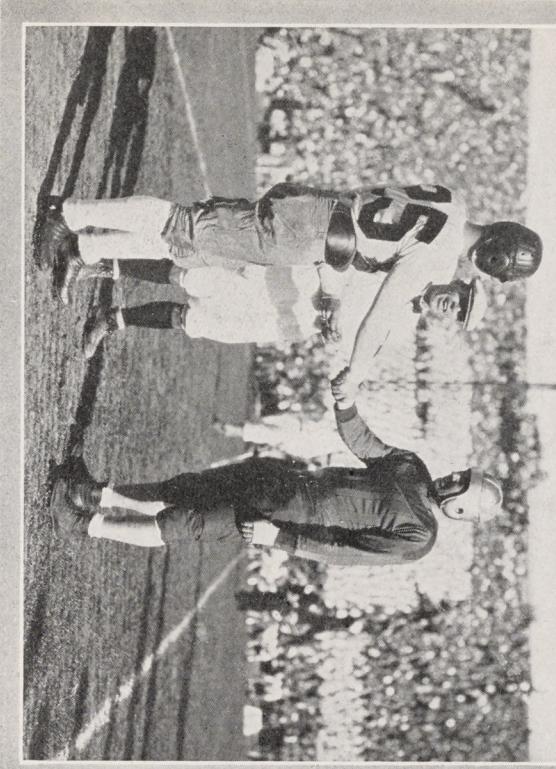
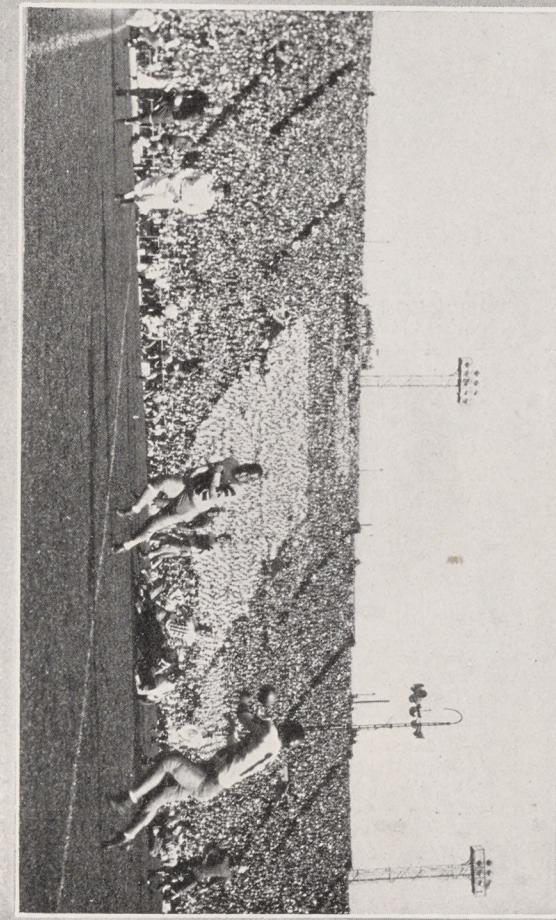
Not long after Saunders threw another pass, a shorter one this time, to Pinckert who ran 15 yards to a touchdown, conversion of which failed, making the score: U. S. C. 13; Pitt 0.

In the second quarter Duffield, who had supplanted



Russ Saunders, quarterback; Howard Jones, coach, and Nate R. Barragar, Captain of University of Southern California team, prove staunch defenders of the West.

Panorama of portion of Rose Bowl crowd as U. S. C. and Pittsburgh lined up for kick-off. Below, at left, rival captains and referee exchange greetings. At right, one of the brilliant forward passes which featured the game.





Coach Sutherland, his four All-America stars and at right Captain Dimeolo, step into California sunshine with Pittsburgh overcoats still closely guarded.

Saunders at quarter for the Trojans, took advantage of a Panther fumble deep in the Pittsburgh territory. He worked the ball to the four-yard line and then went over on a sweeping run around left end. The Trojans could not convert and the score was: U. S. C. 19; Pitt 0.

Shortly thereafter Duffield from his own 40 yard line threw a beautiful pass to Mortensen who scampered to the Pitt one-yard line before being downed. Duffield crashed over for the additional yard and converted, making the score: U. S. C. 26; Pittsburgh 0. It remained there at the end of the half, in which not a time out was taken for either side.

Passing was indulged in widely in the second half, Southern California having all the better on the average. Saunders ran 15 yards for one touchdown, to bring the count to U. S. C. 33; Pitt 0.

The Panthers finally got a score on Uansa's long pass and the count was: U. S. C. 32; Pitt 7. It was the Trojans' turn next, with a Saunders to Edelson pass; U. S. C. 40; Pitt 7. Pittsburgh showed gameness to come back in the final quarter with a pass, Williams to Collins, that made the score 40 to 14 and then Duffield closed the afternoon with a long pass to Wilcox for the final score of U. S. C. 47; Pittsburgh 14.

The line-up and statistics follow:

U. S. C.	Pos.	Pitt
Tappaan	LER	Collins
Hall	LTR	MacMurdo
Barragar (C)	LGR	Dimeolo (C)
Dye	C	Daugherty
Galloway	RGL	Montgomery
Anthony	RTL	Tully
Arbelbide	REL	Donchess
Saunders	Q	Baker
Pinckert	RHL	Uansa
Edelson	LHR	Walinchus
Shaver	F	Parkinson

Score by Periods:

U. S. C.....13—13—14—7—47
Pitt.0—0—7—7—14

Scoring: Southern California touchdowns: Edelson, two; Duffield, two; Pinckert, Saunders, Wilcox. Points after touchdown, Shaver 2; Baker 2; Duffield. Pittsburgh touchdowns: Walinchus, Collins.

Points after touchdowns: Parkinson 2.

Substitutions: Southern California: Baker for Barragar; Williamson for Dye; Duffield for Saunders; Hill for Shaver; Wilcox for Tappaan; Jurich for Arbelbide. Seitz for Anthony; Shaw for Galloway; Musick for Hill; Steponovitch for Arbelbide; Musick for Shaver; Hoff for Hall; Apsit for Edelson; Moses for Musick; Mortenson for Pinckert; Jurich for Tappaan; Wilcox for Steponovitch; Stephens for Mortenson; Shaw for Galloway; Ward for Hoff; Templeton for Baker; Hill for Moses; Chambers for Duffield; Durkee for Jurich; Bond for Seitz; Brown for Stephens; Truher for Wilcox; Willingham for Mallory; Neidhardt for Williamson.

Pittsburgh: Morris for Dimeolo; Hirschberg for Collins; Quatse for Tully; Edwards for Baker; Clark for Parkinson; Williams for Walinchus; Murphy for Uansa; Babic for MacMurdo; Barnes for Daugherty; Milligan for Montgomery; Loehr for Donchess; Rooney for Williams; Lewis for Morris.

Southern California tried 15 passes, completed 8, failed in 4 and had 3 intercepted by Pittsburgh.

Pittsburgh tried 16 passes, completed 4, failed in 10 and had 2 intercepted by U. S. C.

Southern California made 417 yards from scrimmage; Pittsburgh 278.

Southern California made 10 first downs; Pittsburgh 7.

Southern California punted 10 times for an average of 70 yards; Pittsburgh 7 times for an average of 34 yards.

Southern California was penalized 6 times for a total of 70 yards; Pittsburgh 6 times for a total of 60 yards.

Following is a record of past East-West football games in Pasadena:

- 1916—Brown 0—Wash. State 14.
- 1917—U. of Penn. 0—U. of Ore. 14
- 1918—U. S. Marine Corp 19—Camp Lewis 7
- 1919—U. S. Naval Training Station 17—Marine Barracks 0
- 1920—Harvard 7—U. of Ore. 6
- 1921—Ohio State 0—Cal. 28
- 1922—Wash. Jeff. 0—Cal. 0
- 1923—Penn State 3—U. S. C. 14
- 1924—U. S. Naval Acad.—14—U. of Wash. 14
- 1925—Notre Dame 27—Stanford 10
- 1926—U. of Alabama 20—U. of Wash. 19
- 1927—U. of Alabama 7—Stanford 7
- 1928—Pittsburgh 6—Stanford 7
- 1929—Georgia Tech 8—U. of Cal. 7



Pasadena is fortunate in the possession of many institutions of a cultural and social character. On this page are shown (above) the Pasadena Community Playhouse and (below) the Pasadena Athletic and Country Club building. Other notable structures of this kind are the Shakespeare Clubhouse, owned by a woman's club of 1400 members, the University Club, the Overland Club, the American Legion building, the Scottish Rite Cathedral, the Masonic Temple and the Odd Fellows building. No less useful than the large organizations, housed in their own buildings, are the smaller groups which are active and influential in the life of the community. Especially strong in Pasadena are the various service clubs.



Tournament of Roses is Civic Institution

PASADENA Tournament of Roses is the eldest born of all the beautiful fairs, festivals and pageants now so colorful a part of life on the Pacific Coast. Originating in 1889 as a village fete, the Tournament has made its annual bow to the world, without interruption, for forty-one years.

First sponsored by the Valley Hunt Club, a pioneer social organization, the Tournament soon assumed such dimensions as to demand an independent existence. Thus the Pasadena Tournament of Roses Association came into existence in 1897. It is this notable civic organization which conducts the Tournament today. The association is headed by a board of directors, composed of twenty-five public-spirited business and professional men of the city.

Lending material assistance to the directorate is the Women's Division of the Tournament of Roses Association, which has now been in existence four years. The activities of this group have been especially fruitful in increasing interest in the Tournament among the residents of surrounding communities. Many representative women of these neighbor cities and towns are members of the Women's Division.

Portraits on this page are those of the officers and directors of the Tournament of Roses Association, while on the opposite page are depicted some of the members of the Women's Division.

To a member of the Women's Division is due the credit for suggesting the theme for this year's parade. This theme, "Festal Days in Flowers," was the idea of Mrs.

George A. Daniels, long a leader in club and educational circles. Mrs. Daniels is one of the few persons who has witnessed every Tournament of Roses.

The Tournament of Roses Association has achieved deserved success in every aspect of its work over a long period of years. It has maintained a high standard for the great floral parade by frowning upon commercialism and holding all entrants strictly to the rule requiring the use of natural flowers and foliage exclusively. Through the application of these and other far-seeing policies by the association, the parade has grown to large dimensions but at the same time has grown in beauty, like the city which is its home. The creation of appropriate floats has become an art, and sometimes as many as 100,000 fresh blossoms are used in the decoration of a single entry.

The Tournament has always been made up of two events: A floral parade in the morning and a sports program in the afternoon. At first the sports of the day were of a simple and informal sort. Later the Roman chariot races were introduced and for several years produced thrills enough for any Tournament crowd.

On January 1, 1916, the East-West football game was introduced. Today's contest was the fifteenth of the series.

This game has become a classic among the sports events of the country. An added feature for several years has been the broadcast over a national radio network. Through this broadcast millions of persons each year have heard the play by play description and have



The white football comes into play.



also caught the significance of the fact that this great game is staged in mid-winter, usually under warm and sunny skies.

The earlier sports events and the first six football games were played at Tournament Park, adjacent to the campus of the California Institute of Technology. The present Rose Bowl was built in 1921 and opened with the New Year's Day game of 1922. Since then it has been enlarged, giving it a seating capacity of close to 75,000. Year by year new roads have been made and additional parking space provided. At the present time facilities for handling large crowds at the Rose Bowl are scarcely excelled by those at any stadium in America.

Nor is the Rose Bowl any longer a one-day affair. Through the energy and efficient work of Harlan W. Hall, secretary-manager of the association, more than a hundred events have been handled in the bowl within the past year. Outstanding as a development of 1929 was the introduction of night football under a newly installed lighting system which is regarded as the last word in outdoor lighting equipment. Several very successful college and high school football games were played in the bowl at night in the 1929 season. A novelty in these games was the use of the white football.

The Rose Bowl has been built and is now practically paid for from the association's share of the proceeds of the New Year's Day games. The Tournament has no other source of income and is not operated for profit. The newer part of the bowl is of concrete construction. The association expects to carry out a program of gradually replacing in concrete the major portion of the bowl, which is of wooden construction on solid earth embankments.

When the first Tournament of Roses was held, there was of course no thought of elaborate floral floats such as are commonplace in the Tournament of Roses pageant today. Citizens merely trimmed their buggies, carriages and wagons with flowers, and drove their own entries through the streets, the first parade terminating in gymkana sports on the "vacant lot" which is now Ford Place, directly east of the present site of Hotel Maryland. It is said that the name "Tournament of Roses" was derived from the tilting at rings by horseback riders, which was a feature of this first New Year's fete.

Emboldened by the success of the first Tournament of Roses, the Valley Hunt Club members held a more elaborate affair the following year, and for eight years the Tournament was handled by this small social organization whose indelible imprint is seen in the principles which have ever since been followed in staging the greatest floral pageant in the world.

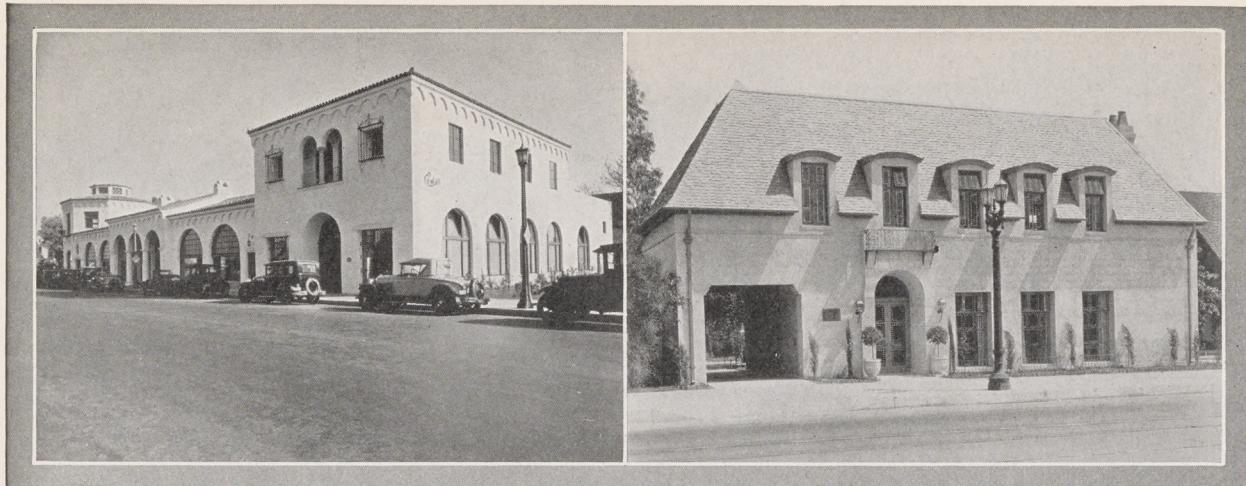
It has undoubtedly been the personnel of the Tournament of Roses Association that has upheld this truly unique fiesta. The leading people in all Southern California have never been too busy to devote their time and money to its up-building. In this connection it is of value to chronicle the names of those who have been president of the Tournament of Roses Association, in the order of their service. They are Martin H. Weight, Herman R. Hertel, F. B. Weatherby, J. H. R. Wagner, Charles Coleman, C. D. Daggett, two terms; E. D. Neff, E. T. Off, George P. Cary, three terms; Frank G. Hogan, E. T. Off, two additional terms; R. D. Davis, L. H. Turner, D. M. Linnard, B. O. Kendall, two terms; W. L. Leishman, two terms; J. J. Mitchell, two terms; W. F. Creller, two terms; Harry M. Ticknor, three terms; Leslie B. Henry, and C. Hal Reynolds.

The Tournament of Roses has long since become far more than a merely local institution. Throughout Southern California, New Year's Day is Tournament of Roses day and no other major event is conducted at that time, out of deference to the Tournament. Los Angeles, Long Beach, Glendale, Beverly Hills and a score of other Southland cities participate regularly in the floral parade and lend every possible assistance and cooperation in making it a success. Floats are frequently entered from San Francisco, San Jose, Portland and other northern cities, attesting to the value placed upon the event by the entire Pacific Coast.

Cordial cooperation by the Pacific Coast Conference of university football teams has made it possible to maintain the East-West game on a high plane of excellence. Each year the western team is invited by the Tournament of Roses Association. The western team, in turn, invites its eastern opponent. This year has brought special cause for congratulation in the cordial relations established between the Tournament and the University of Southern California, through which a most satisfactory contest was arranged.



Pasadena is a city of churches, no less than of homes and schools. On the upper half of this page are pictured a few of the more than fifty handsome edifices that house the growing congregations of the city . . . Below are a few glimpses of Pasadena's business district, showing the new First Trust Building and other attractive commercial structures. Planting of *cocos plumosa*, as shown at right, is proving popular in parts of the business district. One of the most striking developments of the last five years, and especially of the year 1929, has been in the direction of better and more pleasing business architecture.



Typical structures on newer business streets are (left) the Tilt Building and (right) the Flornina Shop

Pasadena, a City of Firm Foundations

PASADENA has a double inheritance. From the Spanish dons whose ranchos were measured in square leagues, it appropriated love of beauty and joy in living. Something has been written on another page of how the Crown City has grown in what philosophers call "the good life." From the sturdy Middle Western pioneers who carved ranchos into orange groves and orange groves into town lots, Pasadena has taken full store of energy, stamina and practical business sense.

Yes, Pasadena has grown also in its business life, in its public improvements and in all those things upon which the material success of a community rests. Its business district has recently shown rapid expansion. Its bank clearings in 1929 were approximately \$360,000,000, an increase of \$20,000,000 in one year and \$100,000,000 in six years. Its building permits for 1929 totaled approximately \$7,000,000, registering a gain of \$1,500,000 over 1928.

Significant in the civic and business development of Pasadena in 1929 was the widening of Colorado street in the heart of the older business district. The project, calling for years of effort, involved the setting back of business fronts on both sides of the street for five blocks. On this New Year's Day it is practically a completed reality.

Of equal importance from a civic viewpoint is the widening of East Walnut street from Fair Oaks avenue to Lake avenue, a distance of ten blocks, and the widening of North Lake avenue from Colorado street to East Orange Grove avenue, a distance of eight blocks. Both of these projects

were completed in the closing weeks of 1929. Coupled with the widening of East Green street and South Lake avenue two or three years ago, these improvements give Pasadena a splendid system of business arteries.

The Pasadena City Plan contemplates only a limited industrial development, with careful zoning restrictions. Many small industries of an attractive character have taken root here and have proved stimulating both to business and labor. But on the general subject of industrial development there has been for years a friendly but earnest debate. Few persons, even in Pasadena, realize that the problem now appears to have been solved in a manner that permits Pasadena to eat its cake of industrial prosperity and have its cake of civic beauty. This comes through the springing into existence almost overnight of one of the greatest industrial districts of Western America, the East Side industrial district of Los Angeles. This district, although not contiguous to Pasadena, is so situated as to be far easier of access by boulevard from Pasadena and its neighbor cities of South Pasadena, San Marino and Alhambra than from any other high class residential district. Scores of the executives of large industries have already made this happy discovery. What this means to Pasadena both as a residential and business center is not now difficult to foresee.

The material growth of Pasadena, as of all Southern California, has no limit except the limit that might be set by a water supply which should fail to keep pace with the rapid increase in population. Realizing this, Pasadena has

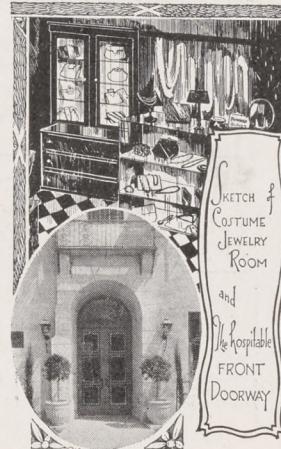


FLORNINA

142
So. Lake Ave.
Pasadena

Feminine Fashions
by an authority
Costumes for
Sports
Afternoon
Evening
Bags, Jewelry, Lingerie

Pasadena, New York, Paris





Progress on East Green street is marked by the opening of the artistic new building of the Cheesewright Studios

looked far into the future to assure a vast expansion of its water resources. Long years of planning culminated in 1929 in two steps of far-reaching importance.

Pasadena, by an overwhelming majority, voted \$10,000,000 in bonds to erect a dam in the San Gabriel watershed and to construct a seventeen-mile aqueduct to Pasadena. Also in 1929 Pasadena became an integral part of the Metropolitan Water District of Southern California, which purposes constructing an aqueduct to bring the waters of the Colorado River over 260 miles of desert and mountain to supply the needs of the rising cities of the rich Southland. The Colorado aqueduct project, the most stupendous of its kind in history, is also regarded as one of the most practical. While the cost will be large, that cost will be distributed over a present population of two million, which may well be four million before the great work is completed.

In its municipal affairs, Pasadena operates under a director-manager type of government. Its present governing body consists of Robert L. Daugherty, chairman, James T. Jenkins, Paul W. Merrill, Irving S. Monroe, C. H. Paddock, N. J. Shupe and Carl G. Wopschall, with Robert V. Orbison as City Manager and Eugene D. Melcher as Assistant City Manager.

Pasadena City School District is directed by a Board of Education, composed of Carl Z. Jackson, president, Mrs. F. M. Hoblit, W. L. Blair, C. H. Morse and Raymond G. Thompson, with John A. Sexson as Superintendent and George H. Merideth as Assistant Superintendent.

Pasadena Chamber of Commerce, which is the clearing house for constructive civic activities, is headed by Raymond G. Thompson, president, and William Dunkerley, secretary. Directors of the Chamber are Robert Casamajor, Howard B. Christensen, J. K. Dotten, W. L. Leishman, D. E. Mc-

Daneld, H. M. Nickerson, C. W. Norris, Grant Orth, Charles R. Seward, A. D. Sheldon, John H. Simpson, Theodore W. Smith, Charles D. Snyder, Franklin Thomas and President Thompson.

The Chamber of Commerce and Civic Association is committed to a five-fold policy, involving the conservation and development of water resources of the city, the completion of a well planned system of boulevards, general municipal improvements and the development of industry, crafts and mercantile affairs.

The municipality itself, the schools, the Chamber of Commerce and all civic and business organizations of the city cooperate to the fullest extent with the Pasadena Tournament of Roses Association. They do this realizing that the Tournament is not only what it has already been called, a true expression of the city's character and aspirations, but also a great material asset, spreading the fame of Pasadena.

The Rose Bowl is situated in Arroyo Seco Park, which also includes Brookside Park, the municipal golf course and Oak Grove Park. Arroyo Seco Park stretches from the mountains at the north to the south city limits, from which point South Pasadena and Los Angeles are cooperating in carrying it on into the heart of the western metropolis. The present development of Arroyo Seco Park, along the western boundary of the city will eventually be duplicated in Eaton Canyon, along the eastern boundary.

Many Pasadena photographers have cooperated with The Star-News in presenting the pictorial story of Pasadena and the Tournament of Roses contained in this book. Photographs are by Harold A. Parker, Dickson & Thurber, A. E. Arnold, Hiller Studios, Maryland Studios, George D. Haight, Frederick W. Martin and George R. King.

JOHN C. BENTZ

Rare Chinese and Japanese Antiques
Old Porcelain
Jade
Brocades
Japanese Prints
Established 1895
469
East Colorado St.



EVERARD & CO

JEWELERS SILVERSMITHS
California Gems and Souvenirs
197 E. COLORADO ST
PHONE COLORADO 6989

CHAS. E. EVERARD

CHAS. G. LEWIS



DECORATORS · FURNISHERS
MAKERS OF FINE FURNITURE

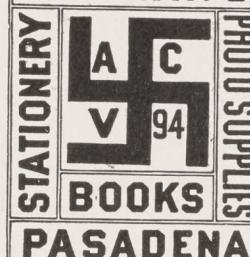


Fishbeck
Awning Co.

AWNINGS
CANOPIES
PORTIERS
COUCH HAMMOCKS
GARDEN UMBRELLAS
Columbia Venetian
Blinds

117 West Colorado St.
Pasadena
Colorado 1728

VROMAN'S



VROMAN'S



329 East Colorado St.
599 East Colorado St.
Pasadena



Typewriters—Adding Machines—Supplies
All Makes Sold—Rented—Exchanged, Expert Repairing
Distributors for

ROYAL
104 East Colorado St.
Pasadena

**O'HARA, LIVERMORE AND
ARTHUR BAKEN**
Decorators and Furnishers

Antiques Italian Brocades Draperies
Lamps Shades Pillows Gifts

Pasadena—644 East Colorado Street
Los Angeles—3277 Wilshire Boulevard

Siebrecht's
House of Flowers

483-485 East Colorado St.

Pasadena, California

Known from the Atlantic to the Pacific
Pioneer "Flowers by Wire"
Name Siebrecht's connected with Flowers three generations

SCHOOLS & COLLEGES

PASADENA COLLEGE

Howard at Bresee

"Under the shadow of the Mountains"

A coeducational College maintaining standard courses in Liberal Arts and Biblical Education. The School of Fine Arts offers excellent work in Piano, Voice, Violin, Art and Expression. The Academy provides a liberal high school education.

"Thorough Scholarship under a deeply Christian atmosphere" is the aim of this Institution.

For information write
ORVAL J. NEASE, PRESIDENT
PASADENA COLLEGE
Pasadena, California

SOUTHWESTERN MILITARY ACADEMY

One of California's Fine Schools

MAJOR MAURICE VERONDA, U. S. A.
2800-2898 MONTEREY ROAD, SAN MARINO
(PASADENA) CALIFORNIA

THE WILLIAMS SCHOOL

449 N. Madison Ave.,
Pasadena, California

Specializes in training children handicapped by physical and mental retardation, nervous instability, speech disturbances or malnutrition.

Delightful home environment. Boarding and Day School. Open all year.

BEATRICE MICHAU WILLIAMS,
Director

Eleanor Miller School of Expression

Complete Courses in
Public Speaking, Public Reading, Dramatic Art,
Speaking Voice, Parliamentary Law, Literature

251 South Oakland Avenue
PASADENA
Phone TERRACE 0336

Pasadena School of Tutoring

Phone COLORADO 2789 525 South Pasadena Ave.
Directors: George A. Mortimer, M.A., Russell Richardson, M.A., assisted by a thoroughly competent staff.

A School of INDIVIDUAL INSTRUCTION for the ambitious boy or girl wishing to progress rapidly; and for the average student lacking thoroughness and concentration

Grade, Jr. and Sr. High School Courses

Personal Attention to Every Student
Admission at any time. Well equipped laboratories. College preparation.
All elementary and high school subjects. Our credits accepted by many leading schools and colleges.



The Children's House

SIXTEENTH SEASON

A day school for young children—three to eight years of age. Limited enrollment. Nursery School department under expert supervision.

MAY E. M. DAVIES
DIRECTOR
Tel. TERRACE 3741
693 S. Euclid Avenue
Pasadena

BROADOAKS, Inc.

School of Child Research

Graduate Kindergarten-Primary Training, one year
State Accredited

Nursery School, Kindergarten-Primary, Parental
Education, Child Research

RESIDENT HOME FOR CHILDREN NURSERY SCHOOL
TWO TO SIX YEARS KINDERGARTEN
SCHOOL OPENS SEPTEMBER 18, 1929
SUMMER SESSION 1930

714 West California St., Pasadena, California



Wakefield 4390

STICKNEY
MEMORIAL SCHOOL OF
ART
303 N. Fair Oaks Avenue
PASADENA
Alson S. Clark, Director

Picture Framing—Artists' Material—Toys

Gulck Stationery Company

L. E. Jarvis A. J. Gulck H. C. Prinz

Phone Terrace 8708
241 East Colorado Street
Pasadena

Pasadena Auto Laundry, Inc.

Phone COLORADO 6014
Complete Automotive Service
Cleaning Capacity—One Car Every Minute
1364 E. Green St., Pasadena

Flintridge

Beautiful country estates adjoining Pasadena

Emerald Bay

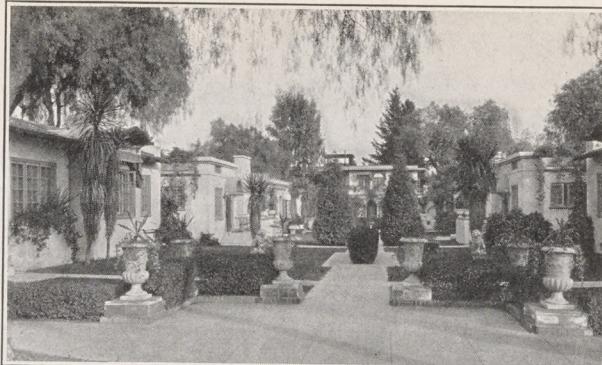
A distinctive seashore community (near Laguna)
For information, see

Davis-Baker Co.

DEVELOPERS

393 E. Green St., Pasadena

Realtors



TOURISTS from all over the world have admired California's artistic bungalow courts. The Alexandria, Los Robles and Garden Courts, R. D. Davis Estate properties, are the finest of their type. Their bungalows are charming five and six room structures surrounded by spacious court grounds, sharing with the Victoria Apartments the advantages of location and quiet surroundings. All units steam heated. Special yearly rates. Write or call for information.

VICTORIA APARTMENTS
140 SOUTH LOS ROBLES AVENUE

Fox Theaters

Pasadena, California

Colorado
Strand
Florence
Raymond

Premier showings of *Fanchon and Marco*
at the Colorado Theatre

The ultimate in artistic entertainment

HOTEL GREEN

Known throughout the world
for COMFORT

European Plan
\$3 Per Day and Upward

DINING SERVICE UNEXCELLED

Open All the Year

Under personal supervision of
MR. AND MRS. C. H. EDWARDS

WRITE FOR FOLDER
PASADENA CALIFORNIA

Established 1900

Phone Colorado 5311

F. C. NASH & CO.

Colorado, Broadway and Union

Pasadena's Most Progressive Department Store
Prompt attention to Eastern Shipments of California Glace
Fruits and Nuts
Orders Prepaid Anywhere in U.S.A.

The Orchid

PASADENA'S LEADING FLORISTS

589 East Green Street



C. F. Lamb Funeral Home

415 East Orange Grove Avenue
PASADENA
(Near Los Robles)

*Erected in 1929 as a Distinctive
Funeral Home*

JOHN McDONALD CO.

Realtor
Notary Public and Commissioner
of Deeds for Eastern States
Investments—Real Estate—and Insurance
Telephone Wakefield 5161
32 East Colorado St. Pasadena, Calif.

COLIN STEWART REALTY CO.

480 E. Colorado St.
Pasadena, Calif.
Phone Wakefield 5165

High grade residential and business properties

**INSURANCE—That's All
HENLEY & HAYNES**

PASADENA
Terrace 3151
LOS ANGELES
T Ucker 3909
"INSURANCE is our Business, not a side-line."

J. R. BRAGDON & CO.

REAL ESTATE
INSURANCE

383 East Green St., Pasadena

SILKS

LINGERIE

HOSEYER

PASADENA
306 E. Colorado St.
SAN DIEGO
531 C Street

C. G. BROWN CO.

REAL ESTATE
INSURANCE

55 South Garfield Avenue
PASADENA

E. O. NAY, Pres.

E. W. NAY, Sec'y-Treas.

E. O. NAY COMPANY

(Incorporated)

PLUMBING—HEATING
VENTILATING
Phone Colorado 5371

186 East Union Street

Pasadena, California

Four Wheelbases 65 Body Types
All Line Eights \$2646 to \$5642
D. E. McDANELD, INC.

1021 E. Colorado St.

TERrace 3125

ESTIMATING—CONTRACTING—SERVICE

W. F. CRELLER, PLUMBING

Steam and Hot Water Heating

120 WEST COLORADO

PASADENA, CALIFORNIA

JOHN J. HENNE

PLASTER :: BRICK :: STONE
and All Kinds of Cement Work

Office
Telephone, Wakefield 5753
473 SOUTH BROADWAY, PASADENA



Main Office and Plant, 974-992 South Fair Oaks Avenue

Phone Wakefield 5103

Los Angeles Phone
MUTual 2924

Alhambra Phone
4566

Monrovia Phone
Main 813

THE sun will be shining,
the flowers will be bloom-
ing, and everything will be
just lovely when you let us
take care of your laundry
and dry cleaning.

"Send it to us—we know how"

Pasadena Laundry Co.

J. A. Lorbeer, President
O. S. Ihrig, Manager
J. B. Lorbeer, Secretary

E. LOCKETT

Established
1907

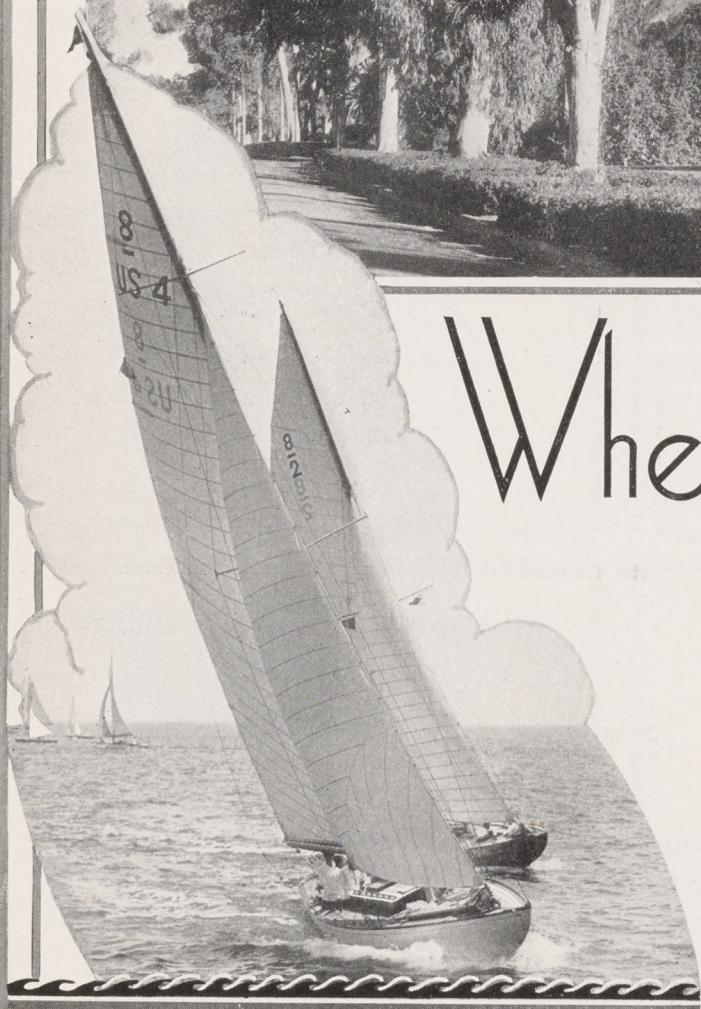
E. LOCKETT & SON

Wholesale and Retail Dealers in

Lime, Lath, Plaster, Portland Cement

E. A. LOCKETT

552
S. Raymond Ave.
Pasadena



Where Winter
Is Only
A
Name

Los Angeles County

JOSEPH H. DORN
IRA J. H. SYKES

H. P. HAMMOND
Sales Manager

DORN-SYKES CO.

REALTORS

Real Estate—Insurance—Mortgage Loans

We specialize in HOMES

44 N. Garfield Ave.

Pasadena, Cal.

Established 27 years in Pasadena



LIGHTING EQUIPMENT

Quality and design are demanded by
more architects daily.
Drop in our studio and see our new
designs. They will interest you.

Wilkinson-Scott Company

176 East Union St., Pasadena
Established 1888
Phone Colorado 2336

Established 1897

WM. C. CROWELL Builder

495 South Broadway

JONES HEATING CO.

formerly

Foss-Jones Company

HEATING—PLUMBING—SHEET METAL

Steam and Hot Water Plants

manufacturers of

GLEE-WOOD GAS FURNACES

28 East Union Street

Pasadena

B.O. KENDALL CO.

ESTABLISHED 1886
REAL ESTATE INSURANCE

RENTALS BUILDING

Pasadena, California

The Foss Company

An Association of
ARCHITECTS—ENGINEERS
CONSTRUCTORS

Combining within one organization all the essentials
necessary to completely execute any
construction problem.

REMODELING REPAIRS

TERMITE ERADICATION UNDER EXPERT SUPERVISION

FINANCIAL ASSISTANCE
171 S. Los Robles Avenue, Pasadena

JOHN H. SIMPSON

BUILDING CONTRACTOR

524 SOUTH RAYMOND AVENUE
PASADENA, CALIFORNIA

H. R. Slayden Co.

TIRES

Coal, Wood, Auto Accessories
Gasoline - Oils

237 West Colorado Street
Pasadena

CLARENCE P. DAY CORPN.

ENGINEERING

BUILDING

25 Years
in
Pasadena

LANDSCAPING

335 So. Raymond Ave.

Phones Ter. 7181
Eliot 1769

Your Home Should Come First

N O L D
FURNITURE **N** COMPANY INC.

65-71 N. Fair Oaks

CROWN CITY MANUFACTURING CO.

W. L. LEISHMAN L. K. LEISHMAN

At 240 W. Green St. for 25 Years

Serving Southern California with Millwork, Sash, Doors, Cabinet Work, Rough and Finish Lumber, Glass and Glazing, Wallboards, Furniture Repairing

Colorado 3161

Colorado 3162



*Pasadena's Largest and Finest
Laundry*

6% Paid California Security Loan Corporation

315 EAST COLORADO STREET
PASADENA, CALIFORNIA

Organized 1892

CHRYSLER

PLYMOUTH

EARLEY-BASSETT CO.

362 WEST COLORADO

HUNTER & WILLIAMS

Stationery and Office Supplies

NEW ADDRESS
87 E. SOLORADO ST.

IF QUALITY COUNTS WARNER POULTRY COMPANY

Telephone TERRACE 8128
494 S. Raymond Ave. Pasadena, Calif.

Los Angeles Phone ELiot 1851

HAMMOND LUMBER COMPANY

JACK KLASSEN, Manager

310 South Broadway TERRACE 8106



IVES & WARREN COMPANY
100 NORTH HILL AVENUE
PASADENA, CALIFORNIA

Pasadena Transfer & Storage Company

R. R. SUTTON, Manager
AGENTS TRANS-CONTINENTAL FREIGHT CO.
Phone Wakefield 6131
55 South Marengo Ave. Pasadena, Calif.



WE RENT Every requirement for Business and Professions
in Clean Towels and Clean Garments
PASADENA TOWEL & LINEN SUPPLY CO.
695 S. Raymond Ave. Colorado 1918

Catalina



YEAR-ROUND RESORT

See the gorgeous new Casino with its theatre and ballroom—free dancing nightly the year 'round; visit the Bird Park and see hundreds of rare birds—admission free. Play golf or tennis at the charming Catalina Country Club—green fee only \$1 for all day play. See the Submarine Gardens through Glass Bottom Boats. Bathe in the crystal waters of Avalon Bay.

A delightful two-hour ocean trip on the great spic-and-span Ferryships to Fairyland. Double daily service to and from the Island. \$2.25 round trip from Wilmington.

Wide variety of accommodations—Hotel St. Catherine (American Plan), Hotel Atwater (European Plan), Island Villa bungalows, afford highest type of service.

Special one, two and three day trips with all expenses included. Full information on request.

Santa Catalina Island Company

3-4 Pacific Electric Bldg.
Los Angeles Phone TRinity 2961
61 North Fair Oaks
Pasadena Phone TErrace 6407

IN ALL THE WORLD NO
TRIP LIKE THIS



It's
Delightful
Now



at *Southern California's most famous Mountain resort.*

THIS is a festive season at mile-high Mt. Lowe—only two comfortable hours from Los Angeles or 70 minutes from Pasadena. Here you can enjoy glorious days and nights in crisp, invigorating mountain atmosphere. Rest and relax, if you choose, or enjoy tennis, dancing, hiking, pony trips, and other sports. Return home refreshed by a complete change of scene and activity.

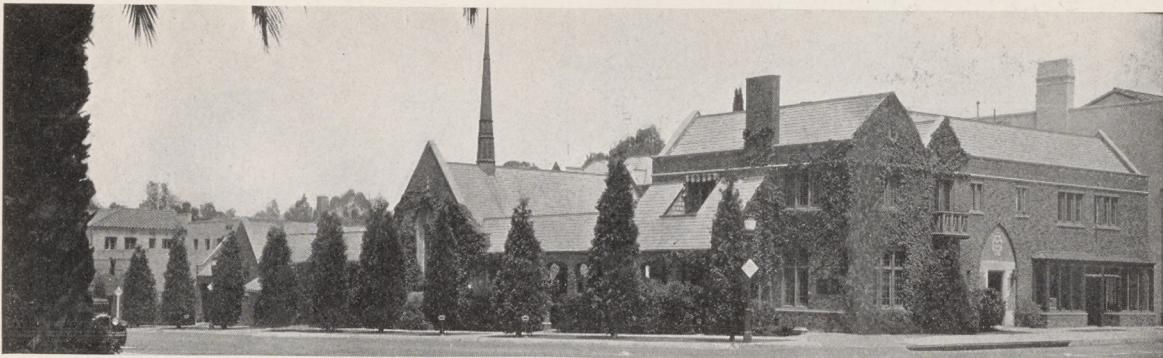
From Inspiration Point is the Southland's most amazing view—56 cities—4 counties—2000 square miles in one vast, colorful panorama. At night, with its million lights it is even more enchanting.

Charming Mt. Lowe Tavern and Cottage is an ideal place to spend a week and *now*. Excellent cuisine . . . comfortable accommodations . . . a roaring log fire in the evenings.

Five trains to Mt. Lowe daily. Round trip from Sixth and Main Streets, Los Angeles, \$2.50; from Fair Oaks and Union, Pasadena, \$2.15. Two-day trip \$7.50 from Los Angeles—\$7.15 from Pasadena, including fare, lodging and four famous Mt. Lowe Tavern meals.

For further information, apply at Information Bureaus, Ticket Offices or write

Mt. Lowe
PACIFIC ELECTRIC RAILWAY
O. A. Smith, Passenger Traffic Manager
LOS ANGELES



Established 1895

LEWIS H. TURNER
ARTHUR BUSH STEVENS

TURNER & STEVENS

Funeral Directors

MARENGO AVENUE AT HOLLY STREET

Service
Unexcelled
PASADENA

Res. Phone ST 6664

TERrace 4677

F. DWIGHT BURNHAM
FUNERAL DIRECTOR

317 Lincoln Ave.

Pasadena

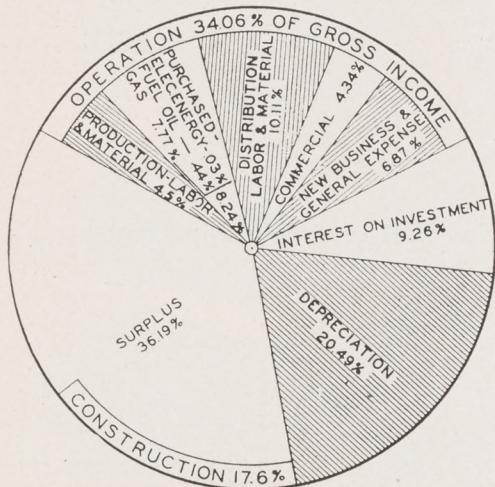


A Dignified Service Moderately Priced

REYNOLDS & SALISBURY CO.

Funeral Directors
41 NO. GARFIELD AVE.
TEL. TERRACE 5181

Pasadena's Municipal Light and Power Department



**Distribution of Income
For 1928-29**

Gross Receipts
\$1,483,712.14

Rates Per Kilowatt Hour

Light $4\frac{1}{2}$ to $1\frac{1}{2}$ cents

Power—4 to 1 cent

Cooking & Heating—3 to 1 cent

Kilowatt Hours Sold

46,481,803



Monterey Architecture

Favored because of its simplicity and charm—it is acclaimed an achievement of architectural distinction. In perfect harmony with the setting of dignity offered by—

Pasadena—

It has been the choice of those desiring a touch of early California atmosphere.

Avail yourself of our specialized service offering for sale many distinctive home places.

Leo G. MacLaughlin Co

54 S. Los Robles Ave. TERRACE 4141
Thirty Years in Pasadena



Always
Delightful . . . Restful . . .
Different . . . Enchanting!

"The Ambassador is one of the most beautiful places I know of"

Madame Galli Curci

—declares in one of a large number of UNSOLICITED COMMENTS by world famous celebrities. "Certainly no hotel located in any large city has such extensive and beautiful grounds."

For keenest enjoyment of your visit to California make reservations at—

The Ambassador

Los Angeles

NO HOTEL IN THE WORLD OFFERS MORE VARIED ATTRACTIONS—Superb 27-acre park, with miniature golf course, open-air plunge and tennis courts. Riding, hunting and all sports, including Archery Ranges and 18-hole Rancho Golf Club. Motion picture theatre and 35 smart shops within the hotel. Famous Cocoanut Grove for dancing nightly.

BEN L. FRANK, Manager

INVESTMENT SERVICE

by an

Organization identified for forty-three years with the development of Southern California

STOCKS

and

BONDS

Orders executed in all principal Markets



WILLIAM R. STAATS CO.

Established in 1887

311 East Colorado St. Phone Terrace 7145
Los Angeles—San Diego—San Francisco

For

INSURANCE REAL ESTATE MORTGAGES

Consult

The William Wilson Company

Over 35 Years of Service

40 N. Garfield Avenue TERRACE 8111
Pasadena

Los Angeles Investment Securities Co.

Members

LOS ANGELES STOCK EXCHANGE

LOS ANGELES CURB EXCHANGE

PASADENA

Maryland Hotel Building

LOS ANGELES STOCK EXCHANGE BLDG.

LONG BEACH

125 E. 1ST. ST.



"Say It With Fruits"

*We ship to all parts of the world.
Tell us "to whom and where"—
we do the rest.*

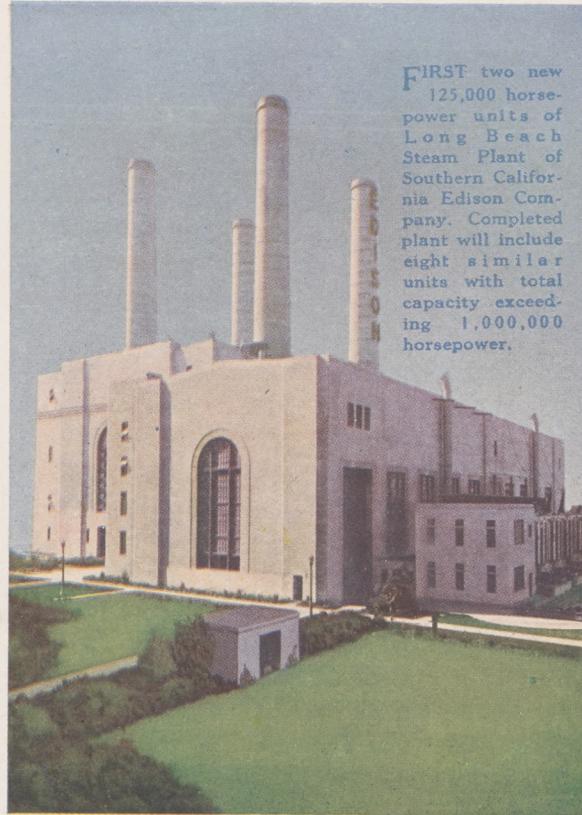
*Our Free Gift Book
and Food Encyclopedia
mailed on request.*

The Model Grocery Co.
PASADENA, CALIFORNIA



**HOTEL VISTA DEL ARROYO
AND BUNGALOWS**

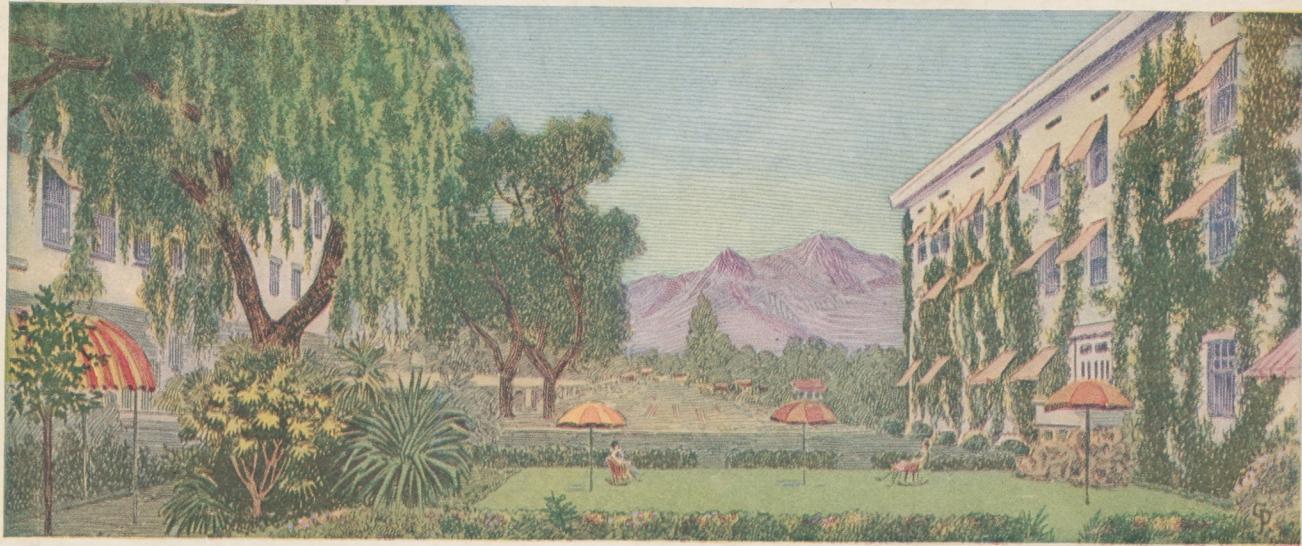
*Pasadena, California
OPEN ALL THE YEAR*



FIRST two new
125,000 horse-
power units of
Long Beach
Steam Plant of
Southern Califor-
nia Edison Com-
pany. Completed
plant will include
eight similar
units with total
capacity exceed-
ing 1,000,000
horsepower.

SOUTHERN CALIFORNIA EDISON CO.

THE MARYLAND AND BUNGALOWS



Known Nationally For Its Appointments and Service

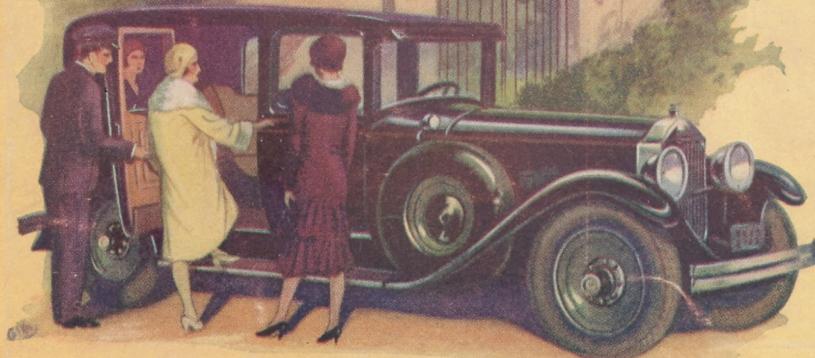
CLOSE TO THE SHOPS, THEATRES, CLUBS AND CHURCHES. GOLF PRIVILEGES

For Reservations, Write or Wire

H. M. Nickerson, President and Manager

Pasadena, California

See California *The Janner Way*



LATEST model limousines and touring cars with chauffeurs in livery. Specializing in weekly rentals—also rates by hour, mile or day.

In addition to motor rental service, Tanner Motor Livery operates a fleet of luxurious parlor cars. 7 distinct sightseeing tours are conducted regularly from Los Angeles.

TANNER MOTOR LIVERY

144 W. Colorado St. - Pasadena, Calif.

Colorado - 3111

Los Angeles Hollywood Santa Barbara Phoenix

